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CONSUMER ATTITUDE AND BEHAVIOR STUDY

CONSUMER EXPECTATIONS WITH REGARD TO DINING AT ATMOSPHERE RESTAURANTS

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OBJECTIVES

Consumers expect different things from the restaurants they visit, and their expectations vary depending on the type of restaurant visited and the reason for dining away from home. For example, at an upscale restaurant, patrons have high expectations concerning the quality of the food, the attentiveness of the service staff and the attractiveness of the establishment. On the other hand, customers have high expectations concerning quick food delivery and consistent food when they go to a fast food place. To provide the restaurant industry with reliable information on what restaurant patrons expect when they eat out, the National Restaurant Association conducted a consumer attitude and behavior survey in August, 1982.

The purpose of this survey was to determine what consumers expect when they dine out with regard to the food served, service received and the atmosphere. This particular report highlights these expectations for restaurant patrons in general as well as for specific segments of atmosphere restaurant customers. Two other similar reports focus on family restaurant and fast food restaurant patrons.

The survey was designed to meet the following objectives:

- Determine which factors concerning the food served are most important to restaurant patrons--tastiness, temperature, appearance, ingredients.
- Determine which factors concerning the service are most important to restaurant patrons--greeted with a smile, quick food delivery, communication from the staff.
- Determine which factors concerning a restaurant's atmosphere are most important--cleanliness, comfortable seats, attractive room decorations, quiet eating atmosphere.
- Determine general patron attitudes about eating out and restaurant attributes.

The results from this survey are presented in this publication, Consumer Expectations With Regard To Dining At Atmosphere Restaurants. As upscale restaurant operators read through this report they will be able to relate their own experience to the discussion and observe what different demographic and user segments expect when they eat at an atmosphere restaurant. The results of this study are intended to assist restaurateurs in becoming more effective decision makers by increasing their knowledge of what consumers expect when they eat away from home. (Readers may also wish to turn to the "How to" section of this report which is found on page 5 for more specific ideas on how to apply this information to their particular operations.)

TERMS OF REFERENCE

Respondents to this survey were asked to indicate their level of expectation with regard to the twenty factors by using a five (5) point scale.

1 = expect very little
2 = expect little
3 = neither expect nor do not expect
4 = expect
5 = very much expect

Other terms which are used throughout this report deal with frequency of patronizing atmosphere restaurants. These usage groups are defined as follows:

Light Users:	Visit atmosphere restaurants once a month or less often.
Medium Users:	Visit atmosphere restaurants two to four times a month.
Heavy Users:	Visit atmosphere restaurants five to ten times a month.

NOTES TO THE READER

Our analysis of the responses to this consumer attitude and behavior survey is based only on responses from individuals age 18 years and older who had eaten at or had take out food from a restaurant or fast food place at least once in the two week period prior to the survey. All respondents were questioned about their expectations for at least one type of restaurant that they had patronized. In addition, some respondents were asked about their expectations at more than one type of restaurant if they had patronized more than one type of restaurant during the qualifying period. (The qualifying period for fast food restaurants and family restaurants was two weeks prior to the interview. The qualifying period for atmosphere restaurants was expanded to one month to ensure an adequate sample size for analysis.)

Of the 1,001 people interviewed, 73.8 percent had been to a fast food place in the two weeks prior to the survey, 60.3 percent had been to a family restaurant during the same period and 57.8 percent had visited an upscale restaurant in the month prior to the survey.

The definitions of the three major types of restaurants used in this report are as follows:

1. Fast Food Restaurants: Include those types of establishments which are primarily self service and which may offer carry out as well as eat in service. The cost of the meal is relatively inexpensive--about $2.00 per person.

2. Family Restaurants: Include commercial cafeterias, coffee shops as well as family type restaurants. The establishments offer waiter/waitress service in a casual dining atmosphere. The cost of the meal is about $4.00 per person.

3. Atmosphere Restaurants: Include "white tablecloth" restaurants as well as theme restaurants. Emphasis is often placed on friendly waiter/waitress service as well as the overall atmosphere of the restaurant. The cost of the meal is relatively expensive--$8.00 per person.

Other things to be considered when reading through this report include:

- Cases where totals do not add to 100 percent are due to rounding and excluding "do not know" responses.
- Calculations for mean value scores used in ranking expectations are based on the following scale:

1 = expect very little
2 = expect little
3 = neither expect nor do not expect
4 = expect
5 = very much expect

- The reason for eating out is based on the usual reason for eating at the particular type of restaurant, and this is not necessarily the same as the reason for eating out for the most recent occasion.
- The meal eaten out is based on the usual meal eaten out at the particular type of restaurant, and this is not necessarily the same as the meal eaten for the most recent occasion.
- Responses for fast food, family and atmosphere restaurant patrons were added together to arrive at a figure for total restaurant occasions for usual meal eaten out, reason for eating out and level of expectation for each of the 20 factors.

Readers will also note an indication of the significance of many of the responses to specific questions on some of the tables presented in this report. Where applicable, the chi-square test, a standard statistical test used to determine the level of significance of data, has been performed. For the tables shown in this report, the following symbols are used to describe the level of significance.

*** = significance at the 99% level
** = significance at the 95% level
* = significance at the 90% level
+ = significance at the 80% level
NS = not significant
NA = not applicable

Obviously, the higher the confidence level, the more significant will be the findings.

HOW TO USE THIS INFORMATION

Extensive information has been presented in this publication concerning what restaurant patrons in general and atmosphere restaurant patrons in particular expect when they dine away from home with regard to the food served, service received and atmosphere. Upscale restaurant operators can learn which aspects of the dining out experience are most important to their customers and contribute to repeat patronage.

To help operators use this information effectively, we have compiled a list of suggestions. In general, atmosphere restaurant owners and managers can use the information in this publication when making the following types of decisions.

- Deciding which aspects of their restaurant to feature in their advertisements.
- Deciding on the advertising copy to use to attract patrons.
- Deciding which aspects of their restaurant require attention if patron expectations and demands are to be met.
- Deciding how to attract new or more existing patron segments by satisfying the demands of different customer groups.

Some more specific answers to some sample questions can be found on the next page. The detailed statistical and analytical data to back up these answers can be found in this report.

SAMPLE QUESTIONS AND ANSWERS

1. QUESTION: I will be opening a new upscale restaurant in a few months. Do you have any suggestions on what aspects I should feature in my advertising?

   ANSWER: People who dine at atmosphere restaurants are looking for a total dining experience. As a result, your advertising should feature all aspects of the restaurant -- food (tasty, pleasing appearance, fresh ingredients); service (friendly and attentive waiters and waitresses) and atmosphere (clean, comfortable seats, attractive decor).

2. QUESTION: What can I do to attract more "convenience" oriented patrons to my upscale/theme restaurant?

   ANSWER: According to the results of this survey, convenience patrons are more interested in quick food delivery, encountering no delays, receiving tasty food cooked they way they asked for it and finding menu items prepared from fresh ingredients than are most other patrons. As a result, you might want to add some new items to your menu which can be prepared quickly and which are made from fresh raw ingredients. You might also want to initiate an "early bird" dinner which would start an hour or two before your more busy dinner hour. The fewer patrons can then be served more quickly and efficiently.

3. QUESTION: What things should I emphasize when training my waiters and waitresses?

   ANSWER: This research study revealed that atmosphere restaurant patrons want and expect to be greeted with a smile, asked if they want anything else and asked if their meal was all right. They want to be treated with courtesy and to be made to feel comfortable. As a result, upscale restaurant operators would want their staff to be friendly, greet customers with a smile and to communicate with the patrons periodically during the meal to ask if everything is all right and if anything else is needed.

4. QUESTION: What can I do to make sure that my frequent patrons keep coming back to my upscale restaurant?

   ANSWER: According to the results of this research project, frequent atmosphere restaurant customers place considerable emphasis on food being served at the appropriate temperature, a variety of menu items being offered, fresh ingredients being used, being greeted with a smile, being asked if they want anything else, having the dining room temperature comfortable and finding attractive room decorations. As a result, upscale restaurant operators would want to make sure that all these things are present at the establishment. These operators should also make sure that these frequent patrons are treated in a friendly and courteous fashion by all the staff.

EXECUTIVE SUMMARY

RESTAURANTS IN GENERAL

- The two primary reasons for eating out are convenience and enjoyment, but the reason varies depending on the type of restaurant visited.
  - Fast food patrons say they eat at such places because of lack of time and convenience.
  - The majority of the family restaurant patrons say they dine at such places because it is convenient.
  - Atmosphere restaurant patrons cite enjoyment and celebrating a special event as the reasons for dining at such places.
- Most people say that dinner is the usual meal they will eat away from home.
- People tend to dine more frequently at fast food places.
  - People visit fast food places an average of 6.17 times per month.
  - People visit family restaurants an average of 4.57 times per month.
  - People visit atmosphere restaurants an average of 2.96 times per month.
- The higher the price of the meal, the higher the patron expectations, especially concerning such factors as tasty food, freshness of raw ingredients, attentiveness of the service staff and decor.
- Restaurant patrons have the highest expectations regarding the cleanliness of the restaurant, with eight out of ten saying they very much expect this.
- Restaurant patrons also have high expectations concerning tastiness of the food, food served at the appropriate temperature, food cooked per order and freshness of raw ingredients.
- In terms of service, restaurant customers want and expect to be greeted with a smile, asked if they want anything else and to have the food delivered promptly.
- In terms of atmosphere, restaurant customers want the dining area to be maintained at a comfortable temperature, and they expect comfortable seating.
- Generally, restaurant patrons are least likely to expect restaurant employees to wear name tags.
- Restaurant patrons want to be treated courteously and made to feel at ease.

- Eight out of ten feel it is important for a restaurant to make its customers feel at ease.
- Three-fourths feel that a discourteous restaurant employee could prevent them from returning to the restaurant.

o Restaurant patrons generally feel that atmosphere restaurants should:

- Serve unique and special meals,
- Have knowledgable service staff to answer questions about menu items,
- Be flexible in preparing special requests,
- Use high quality food,
- Provide prompt attention to patron needs.

o Seven out of ten feel that the food at fast food restaurants should be consistent from one visit to the next.

ATMOSPHERE RESTAURANTS

o Singles and individuals from households with incomes of more than $35,000 are the most frequent users of atmosphere restaurants followed by adults 35 to 44 years old and men.

o Demographic groups which are infrequent atmosphere restaurant patrons include households with non-working wives, senior citizens and lower income households.

o Nine out of ten report that their usual meal at an upscale restaurant is dinner.

o Atmosphere restaurant patrons say they dine at such places because they want an enjoyable evening out or because they want to celebrate a special occasion.

o Atmosphere restaurant patrons have the highest expectation concerning the cleanliness of the establishment.

o Patrons at atmosphere restaurants demand and expect a combination of factors when they visit such places because of the premium price that is paid and because they are looking for a total experience.

o Patrons at upscale restaurants want and expect the food to be tasty, to be cooked per their request, to be served at the appropriate temperature, to be prepared from fresh ingredients and to have a pleasing appearance.

o Atmosphere restaurant customers expect to be greeted with a smile, asked if they want anything else and asked if their meal was all right.

o Upscale restaurant patrons have high expectations for all atmosphere factors -- cleanliness, comfortable room temperature, comfortable seats, quiet and attractive decor.

- Infrequent atmosphere restaurant patrons have higher expectations concerning many aspects of upscale restaurants--especially for such things as pleasing appearance of the food, tastiness of the food, no wait, clean restrooms and comfortable seats.

- Frequent customers at atmosphere restaurants have high expectations concerning food served at the appropriate temperature, freshness of raw ingredients, being greeted with a smile and attractive room decorations.

- People who eat at upscale eating places because of enjoyment or celebration reasons are looking for things which can enhance the meal out (appearance of the food, quiet atmosphere, being greeted with a smile and being asked if the meal was all right).

- People who eat at atmosphere restaurants because of convenience related reasons place considerable emphasis on the freshness of raw ingredients, food cooked per their request, quick food delivery and comfortable room temperature.

- Women have significantly higher expectations concerning the food, service and atmosphere at upscale restaurants than do men.

- Individuals from married couple/no children households (who are frequent upscale restaurant patrons) have lower expectations for such things as freshness of raw ingredients, tastiness of the food, variety of menu items, no wait to be seated or served and being told when the meal will be ready.

- Senior citizens have lower expectations with regard to many of the food factors, which may reflect the fact that they are infrequent patrons and are not aware of what the restaurants can deliver.

- Frequent atmosphere restaurant patrons tend to feel they should receive prompt attention to their needs, that if they are treated in a discourteous fashion they will not return to the restaurant, that the staff should make them feel at ease and that fresh flowers and live plants will improve the atmosphere.

CHAPTER I
OVERVIEW OF CONSUMER EXPECTATIONS WITH REGARD TO DINING AWAY FROM HOME

CHAPTER I

OVERVIEW OF CONSUMER EXPECTATIONS WITH REGARD TO DINING AWAY FROM HOME

In this chapter:

- Why do consumers eat at restaurants?
- What meal are consumers most likely to eat away from home?
- How frequently do consumers eat at various types of restaurants?
- What do consumers expect when they dine at different types of restaurants?
- How do consumers generally feel about restaurants and the dining out experience?

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1. Introduction

In How Consumers Make the Decision To Eat Out the National Restaurant Association investigated the decision making process for eating away from home. The results indicated that such factors as quality food, friendly service and atmosphere were important to consumers when selecting a restaurant. However, it was not known what patrons actually meant by friendly service, quality food or atmosphere, and as a result, NRA embarked on a new consumer attitude and behavior study. An overview of the findings from this survey, which focused on consumer expectations, are presented in this chapter and more specific information pertaining to expectations at atmosphere restaurants are included in Chapter II. Detailed tables for each chapter can be found at the end of each chapter, and a description on how this study was conducted and a copy of the questionnaire are located at the end of the report.

2. Why Consumers Eat Out

As was discovered in How Consumers Make the Decision to Eat Out, people dine out for a variety of reasons. In this new study, respondents were asked what is the main reason they eat out rather than at home, and the responses were similar to those received in NRA's prior survey.

The two primary reasons for eating at restaurants are convenience and enjoyment. (Refer to Table I-1.) Nearly four out of ten respondents reported that they eat out rather than at home because of convenience reasons (location, don't want to cook), and an additional one-fourth said they eat out because it is an enjoyable experience. Lack of time was cited by 18.1 percent of the individuals interviewed, and celebrating a special event was the reason given by 6.9 percent.

Differences in why people eat out by restaurant type exist, as shown in Table I-1. Individuals who had been to a fast food restaurant in the two weeks prior to the survey stated lack of time

(39.7 percent) and convenience (40.8 percent) were the usual reasons they eat at this type of restaurant. Over half the family restaurant patrons reported that convenience is the major reason they eat at family type establishments, and an additional 23.0 percent mentioned enjoyment. For atmosphere patrons, enjoyment (46.0 percent), celebration (20.2 percent) or convenience (16.1 percent) are the primary reasons for eating out. In the next chapter of this report we will show how consumer expectations at fast food restaurants can vary depending on why they choose to eat away from home.

3. Usual Meal Eaten Away From Home

Most people say that when they eat out, it is usually for dinner. (Refer to Table I-2.) Six out of ten respondents reported that they usually dine out for the evening meal at a restaurant versus three out of ten who said lunch. About four percent of the people interviewed said that their typical restaurant meal is breakfast.

Differences in reported usual meal period by type of restaurant are shown in Table I-2. Over half the fast food patrons (57.6 percent) said they usually choose to have lunch at a fast food place compared with 36.4 percent who indicated dinner was their typical fast food meal occasion. Family restaurant patrons tend to eat dinner rather than lunch--65.5 percent versus 25.9 percent. However, a relatively large proportion said their usual meal at a family style restaurant is breakfast. Nearly all individuals who had recently been to an atmosphere restaurant, 92.8 percent, reported they usually have dinner when dining at this type of restaurant.

4. Frequency Of Eating Away From Home

Table I-3 shows the frequency of dining away from home for three restaurant types--fast food, family and atmosphere eating establishments. Generally, people tend to dine more frequently at fast food places, while patronage at an upscale restaurant is relatively infrequent. On the average, respondents reported that they visit fast food restaurants 6.17 times per month versus 4.57 for family restaurants and only 2.96 for atmosphere restaurants.

Thirteen percent of the respondents said they go to fast food restaurants more than 10 times each month, and an additional 25.2 percent do so five to ten times. Fifteen percent reported eating at fast food places about once a week, and about one-third do so one to three times a month. Only 6.2 percent of those interviewed stated they eat at fast food places less than once a month, and 7.4 percent said they never eat at such establishments.

The average person tends to dine at a family restaurant, or moderately priced establishment, once a week. Nearly 12 percent of the respondents said they visit family restaurants four times a month, 18.3 percent said five to ten times and 7.1 percent said more than ten times a month. On the other hand, more than one-third

(37.5 percent) of those interviewed reported that they patronize these establishments once or twice a month. One out of ten stated they go to these establishments less than once a month and 5.6 percent indicated they never visit such places.

Patronage at upscale eating places tends to be infrequent. One-fourth said they go to such places only once a month, and two out of ten said less than once a month. Only 10.0 percent reported patronizing this type of restaurant more than four times a month. On the other hand, 10.7 percent of those interviewed stated they never eat at atmosphere restaurants.

5. What Consumers Expect When They Dine Away From Home

The primary purpose of this consumer attitude and behavior study is to ascertain what consumers expect when eating out for such things as the food served, service received and the atmosphere. As a result, consumers were asked about their expectations concerning 20 restaurant factors. In general, the higher the price of the meal, the higher the patron expectations as shown in Table I-5.

Overall, restaurant patrons have the highest expectations regarding the cleanliness of the eating establishment, and this high level of expectation exists for all three types of restaurants. Clean bathrooms are also a high ranking concern of restaurant customers, as shown in Table I-4. Of least importance to restaurant patrons at all three types of eating places is whether or not employees wear a name tag.

At fast food restaurants patrons are most concerned with cleanliness and with quick food delivery. (Readers are reminded that the primary reasons for going to a fast food place are related to convenience and lack of time.) Fast food patrons expect the food to be tasty and to be served at the appropriate temperature. They also want to be greeted with a smile, eat in comfortable surroundings and to experience no wait. On the other hand, fast food customers have relatively low expectations concerning such factors as attractive room decorations, variety of menu choices, quiet eating atmosphere and being asked if everything is all right.

Family restaurant patrons also have high expectations concerning the cleanliness of the restaurants they visit. In addition, they want the food to be tasty, cooked the way they asked for it and food to be served at the appropriate temperature. The patrons have more moderate expectations with regard to being in comfortable surroundings, being greeted with a smile, or being asked if they want anything else. They have lower expectations for such things as a quiet eating atmosphere, attractive room decorations and being told when their order will be ready.

Atmosphere restaurant patrons have the highest expectations concerning the overall cleanliness of the restaurant and the tastiness of the food. They also expect the bathrooms to be clean, the food to be cooked the way they asked for it, food to be served at the appropriate temperature and for fresh raw ingredients to be

used. Upscale restaurant patrons are more interested in atmosphere (comfortable seating, attractive room decorations) than are those at other types of eating places. Since the primary reasons for dining at an atmosphere restaurant concern enjoyment or the celebrating of a special event, it is not surprising that atmosphere patrons expect more in the way of ambience, food and service.

The remainder of this section will focus on the three basic groups of expectations -- food, service and atmosphere -- and how the level of expectations differs among the three types of restaurants.

FOOD EXPECTATIONS

Among the seven factors dealing with food expectations, the tastiness of the food received the highest expectation rating (based on mean value scores), while variety of menu choices received the lowest. (Refer to Table I-6.) Seven out of ten restaurant patrons indicated they have very high expectations with regard to the tastiness of the food served. Tasty food appears to be a more important consideration to atmosphere restaurant customers than to either fast food or family patrons. Nearly nine out of ten upscale customers said they very much expect the food served to be tasty compared with six out of ten fast food patrons and seven out of ten family patrons. Because the price of the meal is higher at atmosphere restaurants (often $10 or more per person) and because of the more special reasons for eating out, it follows that upscale restaurant patrons would want and expect more from the food served. Other factors which rate high with consumers are food cooked the way it was asked and food served at the appropriate temperature. In addition, the dining out public appears to expect fresh ingredients to be used and for the food to have a pleasing appearance. (Refer to Table I-5.) Although the level of expectations for variety of menu items is considerably less than those for the other food expectations, half the upscale restaurant patrons have very high expectations concerning the availability of many menu items.

Fast food customers give the tastiness of the food served the highest rating, followed by food being served at the appropriate temperature and food having a pleasing appearance. (Refer to Table I-6.) Fifty-eight percent said they very much expect the food to be tasty, 53.3 percent said the same for appropriate temperature and 51.3 percent for pleasing appearance. Other important considerations include freshness of raw ingredients and food cooked the way customers asked for it. Of lesser concern to customers at fast food restaurants is a varied menu. Only two out of ten fast food patrons said they very much expect a varied menu when they eat at such places versus four out of ten who did not care one way or the other and two out of ten who said they did not expect to find a variety of menu items at fast food places.

Patrons at family restaurants also gave the highest expectation rating to the tastiness of the food served followed by food cooked the way they asked for it, food served at the appropriate temperature and food which has fresh raw ingredients.

Seventy percent indicated they very much expect the food to be tasty, 65.4 percent said the same for food cooked the way they asked for it, 62.0 percent for appropriate temperature of the food served and 63.3 percent for the freshness of raw ingredients. The appearance of the food and its being garnished the way it was asked for are of less concern to family restaurant customers, as indicated by Table I-5. Of least importance to consumers is the variety of menu items. About one-third said they very much expect a varied menu when visiting a family eating establishment and an additional one-third said they expect this.

The level of expectations for all food related factors is considerably higher for atmosphere restaurant patrons than for patrons at other types of restaurants. (Refer to Table I-5.) This is because consumers pay more for the meal and also because they want the eating out experience to be special. For example, approximately eight out of ten of those interviewed said they very much expect the food to be tasty, to be cooked the way they asked for it, to be served at the appropriate temperature, to use fresh raw ingredients and to have a pleasing appearance. Although food garnished the way consumers asked for it and variety of menu items are of relatively low importance to atmosphere customers, the level of expectation is still higher than that for fast food or family restaurant patrons. Sixty-four percent of the upscale restaurant customers interviewed said they very much expect to have their food garnished the way they asked for it versus 46.9 percent for family restaurant patrons and four out of ten fast food patrons. The same pattern exists for variety of menu items. Half the upscale restaurant patrons reported that they very much expect to find a variety of entrees on the menu compared with 37.8 percent and 18.4 percent for family and fast food restaurant customers, respectively.

SERVICE EXPECTATIONS

Restaurant patrons first and foremost want to be greeted with a smile, according to the results of this survey. Among the seven factors dealing with service expectations, having restaurant employees greet customers with a smile ranked number one. (Rankings are based on mean values, and the mean values are shown in Table I-5.) On the other hand, the vast majority of patrons do not expect restaurant employees to wear a name tag. Fifty-three percent of the restaurant patrons surveyed said they very much expect to be greeted with a smile, and an additional 27.5 percent said they expect this. Only 6.5 percent of those interviewed reported they did not expect to be greeted with a smile. Quick food delivery, having restaurant employees ask if patrons want anything else and having restaurant employees ask if the meal was all right are all very much expected by about four out of ten patrons. Three out of ten want to encounter no wait in being served or seated and want employees to tell them when their meal will be ready. However, only two out of ten (19.6 percent) of those interviewed said they very much expect to see waiters, waitresses and other service personnel wearing name tags, and four out of ten said they did not expect this.

As with the food expectations, upscale restaurant patrons show a consistently higher level of expectation for all these service factors. The only exception is quickness of food delivery which is of considerably more importance to fast food customers. The relatively high cost of the meal and the more special reasons associated with dining out at upscale eating establishments cause patrons to want and expect more from their restaurant experiences. Sixty-two percent of the atmosphere restaurant patrons surveyed indicated they very much expect to be greeted with a smile, and an additional 28.1 percent said they expect this. Less than two percent reported they did not want to be greeted with a smile. Customers at more expensive restaurants want and expect more communication from the service staff. Fifty-eight percent very much expect to be asked if they want anything else and 55.0 percent want to be asked if the meal was all right. In contrast, only about three percent of those interviewed did not expect communication from the staff. Quickness is not particularly important to upscale restaurant patrons. Three out of ten reported that they expect to encounter no wait to be seated or served and a similar proportion said they expect quick food delivery. Most respondents said they did not care one way or another about quickness when dining at an atmosphere restaurant.

Patrons at family restaurants also want and expect to be greeted with a smile. Fifty-three percent said they very much expect to be greeted with a smile when they entered a family restaurant, and an additional 29.3 percent reported they expect this. Communication from the service staff during the course of the meal is important, and quickness is more important to this segment than to upscale restaurant patrons. (See Table I-5.) Nearly half the family restaurant customers interviewed said they expect to be asked if they wanted anything else, and four out of ten indicated they expect to be asked if everything was all right. About one-third said they very much expect the food delivered quickly, and 40.3 percent said they expect this. Twenty-seven percent of the family restaurant patrons interviewed indicated they very much expect to encounter no delays to be seated or served, and an even larger 34.5 percent said they expect this. Since a large proportion of customers at family eating establishments eat there because it is convenient to do so or because it is enjoyable, it follows that they would want to receive prompt attention to their needs and also to have a pleasant dining experience.

Quick food delivery is very important to fast food patrons, as can be readily seen in Tables I-5 and I-6. The vast majority of fast food customers said they choose this type of restaurant because it is convenient or because of lack of time, and therefore it is not surprising that they want and expect quickness. Fifty-seven percent of the fast food patrons surveyed indicated that they very much expect to have the food delivered quickly, and 27.3 percent said they expect this. In addition, 66.4 percent reported they very much expect to encounter no wait to be served. Fast food patrons, as with all restaurant patrons, want to be greeted with a smile. However, they do not expect much communication from the staff. Forty-six percent said they very much want to be greeted with a

smile, and 25.5 percent said they want this. About three out of ten fast food customers indicated they very much expect to be asked if they want anything else and asked if the meal was all right. These proportions are significantly lower than the proportions for the other two types of restaurants. However, fast food patrons are slightly more likely to expect to be told when the meal will be ready - 34.1 percent versus 26.0 percent for family restaurant customers and 32.6 percent for upscale patrons.

ATMOSPHERE EXPECTATIONS

No matter what type of restaurant that is visited -- fast food, family or upscale -- patrons expect to find a clean restaurant. Among the six atmosphere factors appearing on the survey (and in fact among all 20 factors listed) cleanliness ranked number one. Close behind were clean bathrooms as shown in Tables I-5 and I-6. Eight out of ten restaurant patrons interviewed stated they very much expect the restaurant to be clean, and only about one percent said they did not expect this at all. The proportions stating they expect clean bathrooms were similar. Of lesser importance are such things as comfortable room temperature and comfortable seats. About half the people surveyed said they very much expect these amenities when they dine away from home. Attractive room decorations and a quiet eating atmosphere are considered to be very important to one-third of the restaurant patrons.

Patrons at atmosphere restaurants have significantly higher expectations concerning the overall ambience of the establishment. Again, the high price paid for the meal and the desire for a special and total dining out experience explain this. Nearly nine out of ten upscale restaurant patrons reported they very much expect a clean restaurant, and a slightly lower 84.8 percent very much expect the bathrooms to be clean. Other atmosphere factors are of somewhat less importance, and these include comfortable room temperature (69.3 percent), comfortable seating (64.8 percent), quiet eating atmosphere (58.6 percent) and attractive room decorations (53.2 percent). Very few patrons, less than one percent, indicated they did not expect to find these things at an upscale restaurant.

Family restaurant patrons also want and expect cleanliness when they dine away from home. Eighty-two percent said they very much expect the restaurant to be clean, and an additional 12.5 percent said they expect it. Clean bathrooms are also important - 76.3 percent reported they very much expect this. This patron segment likes to dine in comfortable surroundings, but it does not place considerable importance on a quiet eating atmosphere or attractive room decorations, as indicated in Table I-5. Those interviewed said they eat at moderate price restaurants because it is convenient to do so or for enjoyment. As a result, they expect and want a good dining experience. This includes being made comfortable during the visit but does not mean that the surroundings need to be exotic and unique.

Customers at fast food restaurants also indicated they like to eat in clean restaurants. However, their level of expectation

concerning the cleanliness of the eating establishment is significantly lower than at the other two types of restaurants. Seventy-five percent of the fast food patrons said they very much expect the restaurant to be clean, and 71.0 percent reported they very much expect clean bathrooms. The importance of the other atmosphere factors is considerably lower. Thirty-eight percent have high expectations concerning the temperature of the restaurant, 31.6 percent very much expect comfortable seating and only about twenty percent indicated they very much expect attractive room decorations or a quiet eating atmosphere. The primary reasons for eating at fast food places concern convenience and lack of time. As a result, patrons are looking for a good, quick meal in relatively comfortable surroundings. In addition, because children are often present, fast food customers are not expecting a quiet eating atmosphere.

6. How Consumers Feel About Restaurants And Their Dining Out

Another purpose of this consumer attitude and behavior study is to ascertain what consumers think about the restaurants they visit and their overall dining experience. In order to accomplish this, a series of fourteen attitudinal questions was asked of all respondents. Some of these dealt with restaurants in general, while others were about a specific type of restaurant. However, even these latter statements can be applicable to different types of restaurants.

Generally, the responses to these attitudinal statements indicate that restaurant customers are most concerned with the food served and the service received. The remainder of this section will focus on the answers to these statements by restaurant patronage and for several demographic groups.

ATTITUDES ABOUT RESTAURANTS IN GENERAL

I Try To Go To Restaurants Which Serve Salads And Vegetables

Many restaurant patrons indicated that they try to go to establishments which offer what they perceive as a "balanced" meal. Six out of ten respondents strongly agreed and three out of ten agreed with the statement, "I try to go to restaurants which serve salads and vegetables." (Refer to Table I-7.)

Women show a significantly higher level of agreement with this phrase than do men. Sixty-seven percent of the female respondents strongly agreed with this statement versus a lower 53.8 percent of the male respondents. Senior citizens are also likely to patronize restaurants serving salads and vegetables. Three-fourths of the people 65 and older strongly agreed with this statement. On the other hand, younger people (18 to 24 years old) are less likely to look for restaurants which serve salads and vegetables -- less than half said they strongly agreed with the phrase and one out of ten disagreed. In addition, the proportion of respondents from households where the woman is not employed who reported that they strongly agreed with this attitudinal statement was significantly higher than that for respondents from households where the woman is employed -- 63.7 percent versus 58.8 percent. (Refer to Table I-8.)

Analysis of the responses to this attitudinal statement by type of restaurant patronized indicates that people who are infrequent or non-patrons at fast food places show a higher level of agreement with, "I try to go to restaurants which serve salads and vegetables." Seventy percent of the respondents who had not eaten at a fast food restaurant in the two weeks prior to the survey strongly agreed with this phrase compared with only 57.6 percent for those who had visited a fast food establishment. In contrast, the proportions disagreeing were 4.0 percent and 8.9 percent, respectively.

A Discourteous Restaurant Employee Could Keep Me From Returning To A Restaurant

The treatment patrons receive from restaurant employees is very important, especially when it comes to return patronage. Most restaurant patrons report that being treated with a lack of courtesy could prevent them from returning to a restaurant. When asked to indicate their level of agreement with, "A discourteous restaurant employee could keep me from returning to a restaurant," 76.0 percent of those interviewed strongly agreed and 16.2 percent agreed. About seven percent reported that they disagreed with this statement.

The level of agreement with the attitudinal phrase for most demographic segments shows no significant differences. (Refer to Table I-9.) However, married couple/no children households, 25 to 34 year olds and upper income households did have relatively large proportions strongly agreeing with the statement. Eight out of ten respondents from married couple/no children households strongly agreed versus about seven out of ten for single person households and households with teenagers. Three-fourths of those 25 to 34 years said they strongly agreed and 20.4 percent agreed with this phrase. The corresponding proportions for respondents from households with incomes of $35,000 or more were 76.9 percent and 18.5 percent.

It Is Important For A Restaurant To Make Its Customers Feel At Ease

When people dine out, they want to be made to feel at ease. They do not want to feel intimidated by a waiter or waitress because they cannot pronounce an entree item or they do not know whether the dinner is a la carte or includes salad, vegetable, dessert and coffee. Eighty-four percent of the people interviewed reported they strongly agreed and 14.8 percent agreed that, "It is important for a restaurant to make its customers feel at ease." (Refer to Table I-7.)

Women show a significantly higher level of agreement with this attitudinal statement than do men. Eighty-eight percent of the women interviewed strongly agreed with this statement versus a somewhat lower 80.0 percent for men. (Refer to Table I-10.) Among the various age groups, 45 to 54 year olds and senior citizens reported a higher level of agreement, while 25 to 34 year olds reported a lower level of agreement. In addition, respondents from lower income households believe this statement to be true. Ninety

percent said they strongly agreed. These groups tend to visit restaurants less frequently, and as a result, being treated with courtesy and friendliness are more important to them.

I Think That Fresh Flowers And Live Plants Improve A Restaurant's Atmosphere

Many people believe that plants and flowers add to the atmosphere of a restaurant, probably because this enhances the eating out experience. Nearly half the respondents strongly agreed and 42.5 percent agreed with, "I think that fresh flowers and live plants improve a restaurant's atmosphere." About eight percent disagreed with the statement.

Women want to see fresh flowers and live plants in restaurants more than men do, most likely because they find such amenities appealing. Fifty-seven percent of the women surveyed stated they strongly agreed with this statement compared with a significantly lower 40.1 percent for men. Married couples with no children also like to see fresh flowers and live plants at restaurants, as over half the respondents from this family segment strongly agreed with the attitudinal statement. Many of these couples frequently dine out for enjoyment or to celebrate a special event and feel that flowers and plants add to the occasion. On the other hand, families with teenagers, who often dine out because it is convenient or because of lack of time, are less likely to feel that flowers and plants are necessary. Forty-three percent said they strongly agreed with the phrase, and a significantly high 13.4 percent disagreed with it. (Refer to Table I-11.)

Older people tend to like restaurants to have fresh flowers and live plants. About six out of ten respondents 55 years old and older indicated they strongly agreed that plants and flowers improve a restaurant's atmosphere. On the other hand respondents 25 to 44 years old are less inclined to feel this way. Less than half reported they strongly agreed.

Lower income households like to see flowers and plants at restaurants more than do upper income households. Fifty-seven percent of the former income group strongly agreed with this statement compared with a significantly lower 45.2 percent for the latter group. Prior research conducted by the National Restaurant Association has shown that people from lower income households eat out less frequently than do people from other income groups. As a result, they often want more from their dining out experience when they do dine away from home.

Analysis of the responses to this attitudinal statement by type of restaurant patronized indicates that those who infrequently (less than once a month) or never visit upscale restaurants show a low level of agreement with this phrase. (Refer to Table I-7.) Forty-five percent of the respondents who had not visited an atmosphere restaurant in the month prior to the survey strongly agreed with, "I think that fresh flowers and live plants improve a restaurant's atmosphere," compared with a considerably higher 52.0 percent for those who had been to an upscale eating place.

It Is Important For Food To Look Appetizing In Restaurants

Restaurant patrons, no matter what type of establishment they visit, want the food to look appetizing. Eighty-eight percent of those interviewed said they strongly agreed with, "It is important for food to look appetizing in restaurants." The remaining twelve percent agreed with it. This is not surprising since most patrons expect the food to have a pleasing appearance. (See page .)

The level of agreement with the attitudinal statement shows no significant differences among most of the demographic segments. (Refer to Table I-12.) However, women are more likely to feel that the food should look appetizing than men. Ninety percent strongly agreed with the phrase versus a somewhat lower 85.0 percent for male respondents. Older individuals, those over 45 years old, and respondents from one and two member households also indicate a slightly higher level of agreement with this statement.

ATTITUDES ABOUT FAST FOOD AND FAMILY RESTAURANTS

I Expect The Food At Fast Food Restaurants To Be Consistent From One Visit To The Next

The majority of the people believe that a visit to a fast food restaurant should have no surprises with regard to the food served. Seven out of ten people surveyed strongly agreed with, "I expect the food at fast food restaurants to be consistent from one visit to the next," and an additional 22.4 percent agreed. Less than five percent of the respondents disagreed with this.

People 45 to 54 years old showed a significantly higher level of agreement with this attitudinal statement. (Refer to Table I-13.) Eighty percent strongly agreed, 14.8 percent agreed and less than one percent disagreed. Individuals from this age group are likely to be infrequent fast food patrons, and as a result, they want or expect more when they do visit such places. On the other hand, 18 to 24 year olds have a lower level of agreement -- only 66.2 percent strongly agreed. Individuals from this segment are usually frequent fast food customers, and they probably have somewhat lower expectations.

An analysis by type of restaurant visited shows that those who had recently eaten at a fast food place agree more strongly with this statement than do those who had not. Seventy-three percent of those who visited a fast food restaurant at least once in the two weeks prior to the survey strongly agreed that the food at fast food restaurants should be consistent. On the other hand, only 61.7 percent of those who had not been to a quick service establishment strongly agreed. (Refer to Table I-7.)

I Think Fast Food And Family Restaurants Should Accommodate Children

The majority of restaurant patrons believe that fast food and family restaurants should accommodate children. Eighty-four percent strongly agreed and 12.7 percent agreed with, "I think fast food and family restaurants should accommodate children." (Refer to Table I-7.)

Not surprisingly, families with young children tend to agree more strongly with this statement. Eighty-seven percent of the respondents from families where the youngest child is under 13 strongly agreed that fast food and family restaurants should accommodate children, and an additional 11.5 percent agreed. On the other hand, single respondents and respondents from families where the youngest child is a teenager reported a lower level of agreement with this phrase. Eighty percent of the singles and 83.3 percent of the teenage household respondents strongly agreed with the statement. (Refer to Table I-14.)

Among the various age segments, 18 to 24 year olds, many of whom have no children, reported a significantly lower level of agreement with this statement, and 45 to 64 year olds indicated a higher level of agreement. Three-fourths of the former group strongly agreed compared with a higher nine out of ten for the latter.

An analysis by type of restaurant visited shows that those who had recently eaten at a family restaurant agree more strongly with this attitudinal phrase. Eighty-seven percent said they strongly agreed versus 79.6 percent for those who had not been to a family restaurant in the past two weeks. (Refer to Table I-7.)

I Think There Should Be A Host Or Hostess To Greet Customers When They Enter A Family Restaurant

Many people like to be greeted by a host or hostess when they enter a family restaurant, while some do not think this is necessary. About one-third of those interviewed said they strongly agreed with, "I think there should be a host or hostess to greet customers when they enter a family restaurant," and an additional four out of ten agreed. However, more than two out of ten respondents disagreed. (Refer to Table I-7.) Perhaps the reason for eating out explains why some people want a host or hostess greeting and others do not. Those who eat at family restaurants because its convenient to do so or for simple enjoyment may want more amenities, such as a hostess, to make their dining experience more enjoyable. On the other hand, individuals who eat at family restaurants because of lack of time, out shopping or traveling may see less need for a host or hostess.

Women display a higher preference for a host or hostess at a family restaurant than do men, perhaps because they like their dining out occasions to be totally enjoyable. Thirty-six percent of the females surveyed strongly agreed and 43.0 percent agreed with the statement compared with 34.6 percent and 40.5 percent

respectively for men. In contrast, 23.4 percent of the men disagreed with the statement, while 18.8 percent of the women disagreed. (Refer to Table I-15.) Other demographic groups who said they like to be greeted by a host or hostess include families with children under 13, 18 to 34 year olds and households with incomes between $25,000 and $35,000. On the other hand, groups which are less likely to prefer a host or hostess are married couple/no children households, 35 to 44 year olds and upper income households.

ATTITUDES ABOUT UPSCALE RESTAURANTS

When Eating At A Fancy Restaurant I Expect The Meal To Be Unique And Special

The majority of restaurant patrons expect to receive a unique and special meal at an upscale restaurant. Seven out of ten respondents strongly agreed and an additional one-fourth agreed with, "When eating at a fancy restaurant I expect the meal to be unique and special." (Refer to Table I-7.) The higher cost of a meal at an atmosphere restaurant together with the more special reasons for eating out (celebration, night out, enjoyment) suggest that people want and expect something different at this type of restaurant.

The level of agreement with this attitudinal statement for most demographic segments shows no significant differences. (Refer to Table I-16.) However, older individuals are more likely to expect unique and special meals at upscale restaurants than are younger people. About three-fourths of the respondents 45 to 64 years old strongly agreed with the statement compared with only six out of ten for individuals 18 to 34 years old. Perhaps middle age individuals are looking for something different at an atmosphere restaurant than what they might find at other types of restaurants.

Waiters And Waitresses At Fancy Restaurants Should Be Knowledgable About The Menu And How Food Is Prepared

Restaurant patrons want and expect the service staff at upscale restaurants to be knowledgable about the items on the menu and how food is prepared. Most people dine at upscale establishments to celebrate a special occasion or enjoy a night out. As a result, they may try a new restaurant or a new menu item and expect to have their questions about unfamiliar things answered promptly and accurately. Eighty-seven percent reported they strongly agreed that, "Waiters and waitresses at fancy restaurants should be knowledgable about the menu and how food is prepared," and 11.4 percent agreed. (Knowledge about menu items and how food is prepared is important at fast food and family restaurants also.)

Among most demographic segments the level of agreement with this statement shows no statistically significant differences. However, married couple/no children households tend to agree more strongly with the phrase than do singles. Nine out of ten

respondents from married couple/no children families strongly agreed compared with a lower eight out of ten for single respondents. (Refer to Table I-17.)

An analysis by type of restaurant visited reveals that recent upscale restaurant patrons expect knowledgable waiters and waitresses more so than those who never or infrequently visit such establishments. Ninety-one percent of those who had been to an atmosphere restaurant at least once in the past month strongly agreed with this attitudinal statement, and a lower 82.0 percent of those who had not visited this type of restaurant strongly agreed.

I Think There Should Be A Host Or Hostess To Greet Customers When They Enter A Fancy Restaurant

Nearly all restaurant patrons (97.1 percent) believe that a host or hostess should greet them when they enter a fancy restaurant. In contrast, a considerable proportion felt that a host or hostess was not necessary at a family restaurant. The more formal atmosphere of an upscale establishment probably requires a more formal greeting and seating process.

Women, and especially working women, like to have a host or hostess greet them when they enter an upscale restaurant. Eighty-five percent of the women interviewed strongly agreed with this statement compared with a lower 81.8 percent for male respondents. (Refer to Table I-18.) For working women versus non-working women households the corresponding proportions are 86.4 percent and 81.0 percent. Women usually prefer more amenities when they eat away from home, and working women, because they dine out more frequently, want and expect more things such as a host greeting.

Upper middle income households want a host or hostess to greet them more so than lower income households. Eighty-seven percent of the respondents from households with incomes between $25,000 and $35,000 strongly agreed that a host greeting is necessary at an upscale eating establishment. On the other hand, 81.2 percent of those from households with incomes of less than $15,000 strongly agreed that a host or hostess should greet patrons as they enter an atmosphere restaurant.

I Expect Fancy Restaurants To Be Flexible In Preparing Special Requests

The majority of restaurant customers believe that atmosphere restaurants should be able to prepare special requests. Over half (55.0 percent) strongly agreed with, "I expect fancy restaurants to be flexible in preparing special requests," and an additional one-third agreed. However, one in ten respondents disagreed with this statement. (Refer to Table I-7.)

Members of households with young children tend to agree more strongly with this idea than do members of married couple/no children households. (Refer to Table I-19.) Fifty-five percent of the respondents from families with children under 13 strongly agreed

with the statement versus a significantly lower 49.8 percent for individuals from married couple/no children households. This is further supported by the higher level of agreement for three person households (59.2 percent) versus that for two person households (51.3 percent).

Working women are more likely to expect upscale restaurants to prepare special requests than are non-working women. Fifty-six percent of those from working women households strongly agreed with this attitudinal statement, while a lower 51.3 percent of the individuals from non-working households did so.

Younger individuals believe atmosphere restaurants should be able to prepare special requests more so than older individuals. Nearly six out of ten adults under 35 years old strongly agreed with this, while the corresponding proportions for those 35 to 44 and 55 to 64 were a lower 48.4 percent and 54.3 percent. In addition, more than one out of ten of these latter two groups disagreed. It is possible that groups which do not often visit upscale restaurants, such as young adults and families with small children, may expect more when they do patronize such establishments.

An analysis by type of restaurant reveals that recent fast food and family restaurant customers are more likely to agree with this statement than are recent upscale customers. Fifty-eight percent of the fast food patrons and 56.0 percent of the family restaurant patrons strongly agreed that upscale eating establishments should be able to prepare special requests. On the other hand, 52.8 percent of the atmosphere patrons strongly agreed. (Refer to Table I-7.)

I Expect The Food At Fancy Restaurants To Be Of Much Higher Quality Than Family And Fast Food Restaurants

Most people believe that the food quality at upscale restaurants should be higher than that at family and fast food places. Over three-fourths of those interviewed indicated they strongly agreed with, "I expect the food at fancy restaurants to be of much higher quality than family and fast food restaurants," and 15.7 percent agreed. The higher cost of a meal at an atmosphere establishment together with the more special reasons for eating out (celebration, night out, enjoyment) result in most patrons wanting and expecting more to make the occasion a memorable one.

Men believe that the food quality at upscale restaurants should be higher than at other types of eating places more so than women. Eight out of ten males interviewed strongly agreed with the attitudinal statement compared with a lower 73.9 percent for female respondents. Perhaps men are most concerned with the type of food served while women are more concerned with all the aspects of eating out (food, service and atmosphere). (Refer to Table I-20.)

The level of agreement for married couple/no children household members is significantly lower than that for other household types, especially families with young children. Seven out

of ten respondents from married couple/no children households strongly agreed with this statement versus eight out of ten for individuals from families with young children. Members of the latter group tend to eat more often at fast food and family establishments and probably want and expect more with regard to the food served when they pay the higher price for a meal at an upscale restaurant.

Other demographic groups which tend to expect higher quality food at atmosphere restaurants include young adults (18 to 24 year olds) and upper middle income households. (Refer to Table I-20.)

I Like To Receive Prompt Attention To My Needs At A Fancy Restaurant

Restaurant patrons want to receive prompt attention to their needs at atmosphere restaurants. In fact, many want to have their needs anticipated, especially for such things as refilling the water glass, emptying the ash tray or even bringing the check. Three-fourths of the individuals interviewed indicated they strongly agreed with "I like to receive prompt attention to my needs at a fancy restaurant," and and additional 21.2 percent agreed.

A look at different demographic segments reveals that men, 25 to 34 year olds and upper income households are likely to demand more attention when they dine at atmosphere restaurants. The level of agreement for the respondents from each of these groups was higher than that for others. (Refer to Table I-21.) On the other hand, women, married couple/no children households, senior citizens and middle income households report slightly less agreement with this statement. Frequency of eating at upscale places and the reason for eating out help explain why certain groups may expect more in the way of service when they dine at upscale restaurants.

TABLES FOR CHAPTER I

TABLE I-1

DISTRIBUTION OF
REASON FOR EATING OUT BY RESTAURANT
TYPE

REASON	TOTAL RESTAURANTS	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Lack of time	18.1%	39.7%	7.8%	1.4%
Convenience	37.3	40.8	53.4	16.1
Celebration	6.9	0.3	2.3	20.2
Enjoyment	23.4	5.9	23.0	46.0
Business Meeting	1.7	0.9	1.6	2.8
Shopping	1.7	3.1	1.6	- -
Traveling	2.4	2.5	2.9	1.7
Other	8.2	6.4	7.1	11.6

NOTE: Totals may not add to 100 percent due to rounding and exclusion of non-responses.

TABLE I-2

DISTRIBUTION OF USUAL MEAL EATEN OUT
BY RESTAURANT TYPE

MEAL PERIOD	TOTAL RESTAURANTS	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Breakfast	3.8%	3.3%	7.6%	0.5%
Lunch	31.9	57.6	25.9	5.3
Dinner	62.5	36.4	65.5	92.8
Other	1.6	2.4	0.8	1.3

NOTE: Totals may not add to 100 percent due to rounding and exclusion of non-responses.

TABLE I-3

DISTRIBUTION OF FREQUENCY OF EATING OUT
PER MONTH BY RESTAURANT TYPE

FREQUENCY	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Never	7.4%	5.6%	10.7%
Less than once a month	6.2	10.0	20.8
1	11.9	19.3	25.6
2	12.6	18.2	17.8
3	8.1	9.6	6.9
4	14.8	11.5	8.1
5	5.8	4.3	2.7
6	5.6	3.2	1.6
7	1.8	1.4	0.7
8	4.5	5.0	1.0
9	0.3	0.4	1.3
10	7.2	4.0	0.1
More than 10 times	13.4	7.1	2.6
Average	6.17	4.57	2.96

NOTE: Totals may not add to 100 percent due to rounding and exlusion of non-responses.

TABLE I-4

OVERALL RANKING OF EXPECTATIONS BY RESTAURANT TYPE

TOTAL RESTAURANTS	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
1. Cleanliness	1. Cleanliness	1. Cleanliness	1. Cleanliness
2. Cleanliness of the bathrooms	2. Cleanliness of the bathrooms	2. Cleanliness of the bathrooms	2. Tastiness of the food
3. Tastiness of the food	3. Quickness of food delivery	3. Tastiness of the food	3. Cleanliness of the bathrooms
4. Appropriate temperature of the food	4. Tastiness of the food	4. Food cooked the way you asked for it	4. Food cooked the way you asked for it
5. Pleasing appearance of the food	5. Appropriate temperature of the food	5. Appropriate temperature of the food	5. Appropriate temperature of the food
6. Freshness of raw ingredients	6. Pleasing appearance of the food	6. Freshness of raw ingredients	6. Freshness of raw ingredients
7. Food cooked the way you asked for it	7. Freshness of raw ingredients	7. Pleasing appearance of the food	7. Pleasing appearance of the food
8. Comfortable room temperature	8. Food cooked the way you asked for it	8. Comfortable room temperature	8. Comfortable room temperature
9. Restaurant employees who greet you with a smile	9. Restaurant employees who greet you with a smile	9. Restaurant employees who greet you with a smile	9. Comfortable seating
10. Comfortable seating	10. Comfortable room temperature	10. Restaurant employees who ask if you want anything else	10. Restaurant employees who greet you with a smile
11. Food garnished the way you asked for it	11. No wait to be seated or served	11. Comfortable seating	11. Food garnished the way you asked for it
12. Quickness of food delivery	12. Food garnished the way you asked for it	12. Food garnished the way you asked for it	12. Quiet eating atmosphere
13. Restaurant employees who ask if you want anything else	13. Comfortable seating	13. Variety of menu choices	13. Restaurant employees who ask if you want anything else
14. Variety of menu choices	14. Restaurant employees who tell you when your order will be ready	14. Restaurant employees who ask if your meal was all right	14. Restaurant employees who ask if your meal was all right
15. No wait to be seated or served	15. Restaurant employees who ask if you want anything else	15. Quickness of food delivery	15. Variety of menu choices
16. Restaurant employees who ask if your meal was all right	16. Attractive room decorations	16. Quiet eating atmosphere	16. Attractive room decorations
17. Quiet eating atmosphere	17. Variety of menu choices	17. No wait to be seated or served	17. No wait to be seated or served
18. Attractive room decorations	18. Quiet eating atmosphere	18. Attractive room decorations	18. Quickness of food delivery
19. Restaurant employees who tell you when your order will be ready	19. Restaurant employees who ask if your meal was all right	19. Restaurant employees who tell you when your order will be ready	19. Restaurant employees who tell you when your order will be ready
20. Restaurant employees who wear a name tag	20. Restaurant employees who wear a name tag	20. Restaurant employees who wear a name tag	20. Restaurant employees who wear a name tag

TABLE I-5

EXPECTATIONS WHEN EATING AWAY FROM HOME
BY TYPE OF RESTAURANT

FEATURE	TOTAL RESTAURANT OCCASIONS		TOTAL FAST FOOD OCCASIONS		TOTAL FAMILY OCCASIONS		TOTAL ATMOSPHERE OCCASIONS	
	MEAN VALUE	% SAYING VERY MUCH	MEAN VALUE	% SAYING VERY MUCH	MEAN VALUE	% SAYING VERY MUCH	MEAN VALUE	% SAYING VERY MUCH
FOOD EXPECTATIONS								
Appropriate temperature of the food	4.50	64.2%	4.29	53.3%	4.49	67.0%	4.78	80.4%
Pleasing appearance of the food	4.46	61.4%	4.24	51.3%	4.43	58.0%	4.74	78.0%
Tastiness of food	4.57	70.4%	4.32	57.6%	4.60	70.3%	4.85	86.8%
Variety of menu choices	3.87	34.3%	3.34	18.4%	4.03	37.8%	4.36	50.8%
Freshness of raw ingredients	4.43	64.0%	4.16	53.0%	4.46	63.3%	4.74	78.9%
Food cooked the way you asked for it	4.42	65.5%	4.05	50.9%	4.51	65.4%	4.81	84.2%
Food garnished the way you asked for it	4.08	49.8%	3.77	41.1%	4.07	46.9%	4.48	63.8%
SERVICE EXPECTATIONS								
No wait to be served or seated	3.82	32.3%	3.84	37.8%	3.79	27.3%	3.83	30.7%
Restaurant employees who greet you with a smile	4.25	53.0%	4.02	46.5%	4.28	52.6%	4.50	61.9%
Restaurant employees who wear a name tag	2.88	19.6%	2.97	23.0%	2.82	16.3%	2.82	18.8%
Quickness of food delivery	4.08	41.4%	4.36	56.8%	4.02	33.8%	3.78	29.7%
Restaurant employees who ask if you want anything else	3.99	44.1%	3.50	29.7%	4.19	48.2%	4.42	58.2%
Restaurant employees who tell you when your order will be ready	3.64	31.1%	3.67	34.1%	3.53	26.0%	3.72	32.6%
Restaurant employees who ask if your meal was all right	3.78	38.3%	3.11	23.1%	4.02	40.7%	4.38	55.0%

TABLE I-5 (continued)

FEATURE	TOTAL RESTAURANT OCCASIONS MEAN VALUE	TOTAL RESTAURANT OCCASIONS % SAYING VERY MUCH	TOTAL FAST FOOD OCCASIONS MEAN VALUE	TOTAL FAST FOOD OCCASIONS % SAYING VERY MUCH	TOTAL FAMILY OCCASIONS MEAN VALUE	TOTAL FAMILY OCCASIONS % SAYING VERY MUCH	TOTAL ATMOSPHERE OCCASIONS MEAN VALUE	TOTAL ATMOSPHERE OCCASIONS % SAYING VERY MUCH
ATMOSPHERE EXPECTATIONS								
Comfortable room temperature	4.25	53.1%	3.89	38.5%	4.34	55.4%	4.61	69.3%
Attractive room decorations	3.73	31.6%	3.34	20.7%	3.60	24.3%	4.35	53.2%
Cleanliness	4.75	81.5%	4.64	75.0%	4.75	81.9%	4.89	89.4%
Cleanliness of the bathrooms	4.64	76.8%	4.52	71.0%	4.63	76.3%	4.81	84.8%
Comfortable seating	4.15	45.6%	3.77	31.6%	4.18	44.6%	4.59	64.8%
Quiet eating atmosphere	3.75	34.0%	3.15	18.6%	3.79	29.2%	4.47	58.6%

TABLE I-6

RANKING OF EXPECTATIONS BY GROUP FOR THREE RESTAURANT TYPES

TOTAL RESTAURANTS	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Food Expectations	**Food Expectations**	**Food Expectations**	**Food Expectations**
1. Tastiness of the food	1. Tastiness of the food	1. Tastiness of the food	1. Tastiness of the food
2. Appropriate temperature of the food	2. Appropriate temperature of the food	2. Food cooked the way you asked for it	2. Food cooked the way you asked for it
3. Pleasing appearance of the food	3. Pleasing appearance of the food	3. Appropriate temperature of the food	3. Appropriate temperature of the food
4. Freshness of raw ingredients	4. Freshness of raw ingredients	4. Freshness of raw ingredients	4. Freshness of raw ingredients
5. Food cooked the way you asked for it	5. Food cooked the way you asked for it	5. Pleasing appearance of the food	5. Pleasing appearance of the food
6. Food garnished the way you asked for it	6. Food garnished the way you asked for it	6. Food garnished the way you asked for it	6. Food garnished the way you asked for it
7. Variety of menu choices	7. Variety of menu choices	7. Variety of menu choices	7. Variety of menu choices
Service Expectations	**Service Expectations**	**Service Expectations**	**Service Expectations**
1. Restaurant employees who greet you with a smile	1. Quickness of food delivery	1. Restaurant employees who greet you with a smile	1. Restaurant employees who greet you with a smile
2. Quickness of food delivery	2. Restaurant employees who greet you with a smile	2. Restaurant employees who ask if you want anything else	2. Restaurant employees who ask if you want anything else
3. Restaurant employees who ask if you want anything else	3. No wait to be seated or served	3. Restaurant employees who ask if your meal was all right	3. Restaurant employees who ask if your meal was all right
4. No wait to be seated or served	4. Restaurant employees who tell you when your order will be ready	4. Quickness of food delivery	4. No wait to be seated or served
5. Restaurant employees who ask if your meal was all right	5. Restaurant employees who ask if you want anything else	5. No wait to be seated or served.	5. Quickness of food delivery
6. Restaurant employees who tell you when your order will be ready	6. Restaurant employees who ask if your meal was all right	6. Restaurant employees who tell you when your order will be ready	6. Restaurant employees who tell you when your order will be ready
7. Restaurant employees who wear a name tag	7. Restaurant employees who wear a name tag	7. Restaurant employees who wear a name tag	7. Restaurant employees who wear a name tag

TABLE I-6 (continued)

TOTAL RESTAURANTS	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Atmosphere Expectations	Atmosphere Expectations	Atmosphere Expectations	Atmosphere Expectations
1. Cleanliness	1. Cleanliness	1. Cleanliness	1. Cleanliness
2. Cleanliness of the bathrooms	2. Cleanliness of the bathrooms	2. Cleanliness of the bathrooms	2. Cleanliness of the bathrooms
3. Comfortable room temperature	3. Comfortable room temperature	3. Comfortable room temperature	3. Comfortable room temperature
4. Comfortable seating	4. Comfortable seating	4. Comfortable seating	4. Comfortable seating
5. Quiet eating atmosphere	5. Attractive room decorations	5. Quiet eating atmosphere	5. Quiet eating atmosphere
6. Attractive room decorations	6. Quiet eating atmosphere	6. Attractive room decorations	6. Attractive room decorations

TABLE I-7

ATTITUDES ABOUT RESTAURANTS BY TYPE OF RESTAURANT PATRONIZED IN PAST TWO WEEKS

ATTITUDINAL STATEMENT	TOTAL RESPONDENTS	FAST FOOD PATRON[1] YES	FAST FOOD PATRON[1] NO	FAMILY RESTAURANT PATRON[1] YES	FAMILY RESTAURANT PATRON[1] NO	ATMOSPHERE RESTAURANT PATRON[2] YES	ATMOSPHERE RESTAURANT PATRON[2] NO
I try to go to restaurants which serve salads and vegetables							
Strongly agree	60.9%	57.6%	70.1%	63.0%	57.6%	62.6%	58.6%
Agree	29.3	31.7	22.5	29.0	29.8	30.0	28.3
Neither agree nor disagree	2.0	1.6	3.0	1.8	2.2	1.9	2.1
Disagree	6.6	7.8	3.2	4.7	9.5	4.9	8.9
Strongly disagree	1.0	1.1	0.8	1.3	0.7	0.6	1.6
A discourteous restaurant employee could keep me from returning to a restaurant							
Strongly agree	76.0%	75.0%	78.9%	76.9%	74.6%	75.9%	76.2%
Agree	16.2	17.5	12.3	15.8	16.7	17.4	14.4
Neither agree nor disagree	0.3	0.3	0.4	0.3	0.3	0.4	0.2
Disagree	5.4	5.5	5.2	5.2	5.7	5.0	6.0
Strongly disagree	2.1	1.8	3.2	1.7	2.8	1.4	3.2
It is important for a restaurant to make its customers feel at ease							
Strongly agree	84.0%	83.6%	85.3%	84.6%	83.2%	83.3%	85.0%
Agree	14.8	15.2	13.9	14.9	14.7	16.2	13.0
Neither agree nor disagree	0.4	0.2	0.8	0.3	0.5	0.0	0.9
Disagree	0.8	1.1	0.0	0.3	1.6	0.5	1.1
Strongly disagree	0.0	0.0	0.0	0.0	0.0	0.0	0.0
I think that fresh flowers and live plants improve a restaurant's atmosphere							
Strongly agree	49.0%	47.7%	52.6%	48.9%	49.0%	52.0%	44.8%
Agree	42.5	43.7	39.1	43.8	40.6	41.4	44.1
Neither agree nor disagree	0.9	0.8	1.2	0.9	1.0	0.5	1.5
Disagree	6.2	6.2	6.2	5.5	7.4	5.1	7.8
Strongly disagree	1.4	1.5	1.0	1.0	2.0	1.0	1.9

TABLE I-7 (continued)

ATTITUDINAL STATEMENT	TOTAL RESPONDENTS	FAST FOOD PATRON[1] YES	FAST FOOD PATRON[1] NO	FAMILY RESTAURANT PATRON[1] YES	FAMILY RESTAURANT PATRON[1] NO	ATMOSPHERE RESTAURANT PATRON[2] YES	ATMOSPHERE RESTAURANT PATRON[2] NO
It is important for food to look appetizing in restaurants							
Strongly agree	87.8%	89.1%	84.2%	88.0%	87.5%	86.7%	89.3%
Agree	11.9	10.5	15.8	12.0	11.7	13.1	10.2
Neither agree nor disagree	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Disagree	0.3	0.4	0.0	0.0	0.8	0.2	0.5
Strongly disagree	0.0	0.0	0.0	0.0	0.0	0.0	0.0
I expect the food at fast food restaurants to be consistent from one visit to the next							
Strongly agree	69.8%	72.7%	61.7%	70.3%	69.2%	70.9%	68.4%
Agree	22.4	22.5	22.1	22.5	22.3	21.3	23.9
Neither agree nor disagree	2.5	0.1	9.2	2.5	2.4	3.1	1.6
Disagree	3.8	3.8	3.8	3.3	4.5	3.1	4.7
Strongly disagree	1.0	0.8	1.6	1.0	0.9	1.1	0.9
I think fast food and family restaurants should accommodate children							
Strongly agree	84.3%	84.1%	85.0%	87.4%	79.6%	85.3%	83.0%
Agree	12.7	12.7	12.8	9.9	17.0	11.9	13.8
Neither agree nor disagree	0.5	0.4	0.6	0.4	0.5	0.4	0.5
Disagree	1.4	1.6	0.8	1.0	2.0	1.7	1.0
Strongly disagree	1.0	1.1	0.8	1.0	0.9	0.4	1.7
I think there should be a host or hostess to greet customers when they enter a family restaurant							
Strongly agree	35.5%	34.2%	39.1%	35.2%	36.0%	36.2%	34.6%
Agree	41.8	43.9	36.1	42.9	40.2	42.8	40.2
Neither agree nor disagree	1.6	1.9	0.8	1.8	1.3	1.5	1.3
Disagree	18.6	18.0	20.2	17.9	19.7	17.8	19.7
Strongly disagree	2.4	2.0	3.6	2.1	2.9	1.7	2.9

TABLE I-7 (continued)

ATTITUDINAL STATEMENT	TOTAL RESPONDENTS	FAST FOOD PATRON[1] YES	FAST FOOD PATRON[1] NO	FAMILY RESTAURANT PATRON[1] YES	FAMILY RESTAURANT PATRON[1] NO	ATMOSPHERE RESTAURANT PATRON[2] YES	ATMOSPHERE RESTAURANT PATRON[2] NO
When eating at a fancy restaurant I expect the meal to be unique and special							
Strongly agree	67.9%	68.0%	67.4%	68.6%	66.8%	65.5%	71.1%
Agree	25.2	25.0	25.8	24.7	25.8	27.5	22.0
Neither agree nor disagree	0.6	0.3	1.6	0.9	0.3	0.9	0.2
Disagree	5.5	5.7	4.8	5.3	5.8	5.5	5.5
Strongly disagree	0.6	0.7	0.4	0.5	0.8	0.5	0.7
Waiters,and waitresses at fancy restaurants should be knowledgable about the menu and how food is prepared							
Strongly agree	87.0%	86.4%	88.8%	89.8%	82.9%	90.7%	82.0%
Agree	11.4	11.9	10.0	9.6	14.2	8.4	15.5
Neither agree nor disagree	0.1	0.1	0.0	0.0	0.3	0.2	0.0
Disagree	1.1	1.2	0.8	0.5	2.0	0.7	1.6
Strongly disagree	0.2	0.2	0.4	0.2	0.1	0.0	0.4
I think there should be a host or hostess to greet customers when they enter a fancy restaurant							
Strongly agree	83.5%	84.1%	81.8%	85.9%	79.8%	86.0%	80.2%
Agree	13.6	13.4	14.2	11.6	16.6	11.9	15.9
Neither agree nor disagree	0.4	0.3	0.6	0.3	0.4	0.1	0.7
Disagree	1.4	1.5	1.2	1.1	1.8	1.3	1.6
Strongly disagree	1.1	0.7	2.2	1.0	1.3	0.7	1.6

TABLE I-7 (continued)

ATTITUDINAL STATEMENT	TOTAL RESPONDENTS	FAST FOOD PATRON[1] YES	FAST FOOD PATRON[1] NO	FAMILY RESTAURANT PATRON[1] YES	FAMILY RESTAURANT PATRON[1] NO	ATMOSPHERE RESTAURANT PATRON[2] YES	ATMOSPHERE RESTAURANT PATRON[2] NO
I expect fancy restaurants to be flexible in preparing special requests							
Strongly agree	55.0%	58.3%	45.7%	56.0%	53.5%	52.8%	57.9%
Agree	34.3	32.7	38.9	33.6	35.3	37.2	30.3
Neither agree nor disagree	0.7	0.1	2.2	0.8	0.5	0.7	0.6
Disagree	8.0	7.2	10.2	8.4	7.3	7.9	8.1
Strongly disagree	1.9	1.6	2.6	1.2	2.9	1.4	2.6
I expect the food at fancy restaurants to be of much higher quality than family and fast food restaurants							
Strongly agree	76.9%	77.4%	75.5%	77.2%	76.4%	76.5%	77.4%
Agree	15.7	16.4	13.9	14.9	17.0	17.3	13.6
Neither agree nor disagree	0.3	0.1	0.8	0.3	0.3	0.0	0.7
Disagree	4.*	3.6	5.6	4.4	4.2	4.7	3.0
Strongly disagree	2.3	2.4	2.0	2.8	1.6	1.5	3.4
I like to receive prompt attention to my needs at a fancy restaurant							
Strongly agree	75.1%	76.0%	72.4%	77.0%	72.1%	76.0%	73.0%
Agree	21.2	20.9	22.0	19.2	24.1	20.6	21.9
Neither agree nor disagree	0.6	0.5	0.8	0.8	0.3	0.4	0.7
Disagree	3.0	2.5	4.4	2.8	3.3	3.0	3.0
Strongly disagree	0.0	0.0	0.0	0.0	0.0	0.0	0.0

[1] Has eaten respondent has visited the restaurant type in the past two weeks. No means respondent has not visited restaurant type in the past two weeks.

[2] Has means respondent has visited the restaurant type in the past month. No means respondent has not visited restaurant type in the past month.

NOTE: Totals may not add to 100 percent because of rounding and exclusion of non-responses.

TABLE I-8

I TRY TO GO TO RESTAURANTS WHICH SERVE SALADS AND VEGETABLES

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1) 6) (NO OPINION)

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
(AGGREGATE RESULTS)	60.9	29.3	2.0	6.6	1.0	0.2
SEX						
MALE (472)	53.8	33.2	2.4	9.0	1.3	0.2
(AVG = 4.29 SIG LOWER ***)						
FEMALE (529)	67.2	25.8	1.6	4.5	0.4	0.2
(AVG = 4.54 SIG HIGHR ***)						
CHI@0= 21.23 W/ 4 D.F. IS SIGNIFICANT AT 99.97 % ***						
FAMILY COMPOSITION						
FMLY. CHLD UNDER 13 (390)	58.1	32.2	0.6	8.1	1.0	0.0
(AVG = 4.38 NO SIG DIFF)						
FMLY. CHLD 13 - 17 (97)	55.4	33.4	4.8	5.4	1.1	0.0
(AVG = 4.37 NO SIG DIFF)						
MARRIED, NO CHILD (287)	65.9	25.9	1.6	5.8	0.7	0.0
(AVG = 4.50 SIG HIGHR *)						
SINGLE (260)	61.0	28.0	3.2	6.0	1.0	0.8
(AVG = 4.42 NO SIG DIFF)						
CHI-SQUARE IS NOT APPLICABLE						
WRKG WMN IN FMLY HSHOLD						
WORKING (292)	58.6	31.1	1.5	7.6	1.1	0.0
(AVG = 4.29 SIG LOWER *)						
NOT WORKING (239)	63.7	27.6	1.7	6.0	0.8	0.0
(AVG = 4.46 SIG HIGHR *)						
CHI@0= 2.27 W/ 4 D.F.						
NO. OF WAGE EARNERS/C						
NONE (81)	74.8	18.7	2.6	2.6	1.3	0.0
(AVG = 4.63 SIG HIGHR **)						
ONE (413)	62.0	29.2	2.0	5.7	1.5	0.5
(AVG = 4.44 NO SIG DIFF)						
TWO+ (903)	57.3	32.2	1.9	8.0	0.6	0.0
(AVG = 4.37 SIG LOWER *)						
CHI-SQUARE IS NOT APPLICABLE						
INCOME /C						
- 9150 (169)	69.1	20.1	1.9	7.0	1.9	0.0
(AVG = 4.48 NO SIG DIFF)						
9150 - 9250 (219)	60.1	30.5	1.4	6.4	0.7	0.7
(AVG = 4.44 NO SIG DIFF)						
9250 - 9350 (236)	59.2	32.3	3.1	4.4	0.9	0.0
(AVG = 4.49 NO SIG DIFF)						
9350+ (190)	59.5	28.7	1.7	9.6	0.6	0.0
(AVG = 4.37 NO SIG DIFF)						
CHI-SQUARE IS NOT APPLICABLE						
AGE						
18 - 24 (144)	47.9	40.1	1.9	9.1	0.9	0.0
(AVG = 4.29 SIG LOWER ***)						
25 - 34 (203)	58.2	31.8	1.0	7.8	1.2	0.0
(AVG = 4.38 NO SIG DIFF)						
35 - 44 (178)	56.3	32.0	3.5	5.9	1.8	0.6
(AVG = 4.36 NO SIG DIFF)						
45 - 54 (131)	67.6	21.2	4.0	6.4	0.8	0.0
(AVG = 4.48 NO SIG DIFF)						
55 - 64 (117)	73.5	18.4	0.9	6.3	0.9	0.0
(AVG = 4.57 SIG HIGHR *)						
65 AND OLDER (100)	74.7	22.1	1.1	1.1	0.0	1.1
(AVG = 4.72 SIG HIGHR ***)						
REFUSED (N/A) (6)	66.7	33.3	0.0	0.0	0.0	0.0
(AVG = 4.67 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE						
HOUSEHOLD SIZE/C						
ONE (146)	63.1	29.2	2.9	4.7	1.4	0.7
(AVG = 4.49 NO SIG DIFF)						
TWO (310)	63.8	29.9	2.6	6.4	1.2	0.3
(AVG = 4.49 NO SIG DIFF)						
THREE (196)	62.2	30.9	2.6	4.3	0.3	0.0
(AVG = 4.50 SIG HIGHR *)						
FOUR+ (349)	53.6	33.2	1.1	8.9	1.2	0.0
(AVG = 4.33 SIG LOWER **)						
CHI-SQUARE IS NOT APPLICABLE						

TABLE I-9

A DISCOURTEOUS RESTAURANT EMPLOYEE
COULD KEEP ME FROM RETURNING TO
A RESTAURANT

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	76.0	16.2	0.3	5.4	2.1
SEX					
MALE < 472> (AVG = 4.59 NO SIG.DIFF)	75.1	17.8	0.4	4.4	2.2
FEMALE < 529> (AVG = 4.58 NO SIG.DIFF)	76.8	14.7	0.2	6.2	2.1
CHISQ= 3.54 W/ 4 D.F.					
FAMILY COMPOSITION					
FMLY. CHLD UNDER 13 < 350> (AVG = 4.62 NO SIG.DIFF)	75.9	18.0	0.0	4.6	1.5
FMLY. CHLD 13 - 17 < 97> (AVG = 4.39 SIG.LOWER **)	68.2	18.9	1.1	7.5	4.3
MARRIED, NO CHILD < 287> (AVG = 4.68 SIG.HIGHR **)	81.2	12.9	0.4	4.0	1.5
SINGLE < 260> (AVG = 4.49 SIG.LOWER *)	73.2	16.1	0.4	7.3	3.0
CHI-SQUARE IS NOT APPLICABLE.					
WHO WRK IN FMLY HSHOLD					
WORKING < 392> (AVG = 4.58 NO SIG.DIFF)	75.0	17.3	0.5	5.2	1.9
NOT WORKING < 339> (AVG = 4.63 NO SIG.DIFF)	79.6	14.2	0.0	4.3	1.9
CHI-SQUARE IS NOT APPLICABLE.					
NO OF WAGE EARNERS/C					
NONE < 81> (AVG = 4.50 NO SIG.DIFF)	76.8	11.0	1.3	7.1	3.9
ONE < 413> (AVG = 4.62 NO SIG.DIFF)	77.2	16.1	0.0	5.1	1.6
TWO+ < 502> (AVG = 4.57 NO SIG.DIFF)	74.9	17.0	0.4	5.4	2.3
CHI-SQUARE IS NOT APPLICABLE					
INCOME /C					
- $15K < 165> (AVG = 4.63 NO SIG.DIFF)	80.9	11.8	0.0	4.5	2.9
$15K - $25K < 319> (AVG = 4.54 SIG.LOWER +)	75.4	15.4	0.0	6.2	3.0
$25K - $35K < 236> (AVG = 4.60 NO SIG.DIFF)	79.0	18.4	0.4	4.0	2.2
$35K+ < 190> (AVG = 4.67 SIG.HIGHR +)	76.9	18.5	0.0	4.7	0.0
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 166> (AVG = 4.48 SIG.LOWER +)	71.3	18.3	0.6	6.6	3.2
25 - 34 < 303> (AVG = 4.64 SIG.HIGHR +)	74.8	20.4	0.0	4.2	0.7
35 - 44 < 178> (AVG = 4.50 SIG.LOWER +)	72.1	17.9	0.6	7.0	2.4
45 - 54 < 131> (AVG = 4.66 NO SIG.DIFF)	82.8	9.6	0.8	4.4	2.4
55 - 64 < 117> (AVG = 4.62 NO SIG.DIFF)	79.9	12.3	0.0	4.9	2.7
65 AND OLDER < 100> (AVG = 4.62 NO SIG.DIFF)	83.7	7.4	0.0	5.3	3.7
REFUSED (N/A) < 6> (AVG = 4.00 T-TEST IS N/A)	33.3	50.0	0.0	16.7	0.0
CHI-SQUARE IS NOT APPLICABLE					
HOUSEHOLD SIZE/C					
ONE < 146> (AVG = 4.63 NO SIG.DIFF)	78.1	15.1	0.0	5.0	1.8
TWO < 210> (AVG = 4.58 NO SIG.DIFF)	77.4	14.0	0.3	5.9	2.4
THREE < 196> (AVG = 4.61 NO SIG.DIFF)	76.0	16.2	1.1	5.6	1.1
FOUR+ < 345> (AVG = 4.56 NO SIG.DIFF)	73.9	18.4	0.0	5.0	2.7
CHI-SQUARE IS NOT APPLICABLE					

TABLE I-10

IT IS IMPORTANT FOR A RESTAURANT TO
MAKE ITS CUSTOMERS FEEL AT EASE

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	84.0	14.8	0.4	0.8	0.0
SEX					
MALE < 472>	80.0	18.0	0.8	1.2	0.0
(AVG. = 4.77 SIG.LOWER ***)					
FEMALE < 529>	87.6	12.0	0.0	0.4	0.0
(AVG. = 4.87 SIG.HIGHR ***)					
CHI-SQUARE IS NOT APPLICABLE.					
FAMILY COMPOSITION					
FMLY, CHLD UNDER 13 < 350>	85.1	14.4	0.1	0.4	0.0
(AVG. = 4.84 NO SIG.DIFF)					
FMLY, CHLD 13 - 17 < 97>	84.9	12.9	0.0	2.2	0.0
(AVG. = 4.81 NO SIG.DIFF)					
MARRIED, NO CHILD < 287>	83.4	15.9	0.0	0.7	0.0
(AVG. = 4.82 NO SIG.DIFF)					
SINGLE < 260>	83.5	14.5	1.2	0.8	0.0
(AVG. = 4.81 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
WKG WMN IN FMLY HSHOLD					
WORKING < 392>	83.6	15.5	0.1	0.8	0.0
(AVG. = 4.82 NO SIG.DIFF)					
NOT WORKING < 339>	85.8	13.8	0.0	0.5	0.0
(AVG. = 4.85 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
NO. OF WAGE EARNERS/C					
NONE < 81>	89.0	9.1	1.3	0.6	0.0
(AVG. = 4.87 NO SIG.DIFF)					
ONE < 413>	85.9	12.8	0.3	1.0	0.0
(AVG. = 4.84 NO SIG.DIFF)					
TWO+ < 502>	81.5	17.6	0.3	0.6	0.0
(AVG. = 4.80 SIG.LOWER +)					
CHI-SQUARE IS NOT APPLICABLE.					
INCOME /C					
- $15K < 165>	90.1	8.6	0.6	0.6	0.0
(AVG. = 4.88 SIG.HIGHR +)					
$15K - $25K < 319>	82.9	15.1	0.7	1.3	0.0
(AVG. = 4.80 SIG.LOWER +)					
$25K - $35K < 236>	83.4	16.4	0.2	0.0	0.0
(AVG. = 4.83 NO SIG.DIFF)					
$35K+ < 190>	81.3	18.1	0.0	0.6	0.0
(AVG. = 4.80 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 166>	80.4	18.9	0.0	0.6	0.0
(AVG. = 4.79 NO SIG.DIFF)					
25 - 34 < 303>	81.9	16.4	0.3	1.4	0.0
(AVG. = 4.79 SIG.LOWER +)					
35 - 44 < 178>	82.4	16.4	0.3	0.9	0.0
(AVG. = 4.80 NO SIG.DIFF)					
45 - 54 < 131>	89.3	10.4	0.0	0.0	0.0
(AVG. = 4.90 SIG.HIGHR **)					
55 - 64 < 117>	87.0	13.0	0.0	0.0	0.0
(AVG. = 4.87 NO SIG.DIFF)					
65 AND OLDER < 100>	90.5	7.4	2.1	0.0	0.0
(AVG. = 4.88 SIG.HIGHR +)					
REFUSED (N/A) < 6>	50.0	33.3	0.0	16.7	0.0
(AVG. = 4.17 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE.					
HOUSEHOLD SIZE/C					
ONE < 146>	85.6	12.2	0.7	1.4	0.0
(AVG. = 4.82 NO SIG.DIFF)					
TWO < 310>	82.9	16.1	0.3	0.7	0.0
(AVG. = 4.81 NO SIG.DIFF)					
THREE < 196>	90.5	17.6	0.8	1.1	0.0
(AVG. = 4.78 SIG.LOWER +)					
FOUR+ < 345>	86.1	13.5	0.0	0.4	0.0
(AVG. = 4.85 SIG.HIGHR +)					
CHI-SQUARE IS NOT APPLICABLE.					

TABLE I-11

I THINK THAT FRESH FLOWERS AND LIVE PLANTS IMPROVE A RESTAURANT'S ATMOSPHERE

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	49.0	42.5	0.9	6.2	1.4
SEX					
MALE < 472>	40.1	48.8	1.1	8.1	1.9
(AVG.= 4.17 SIG.LOWER ***)					
FEMALE < 529>	56.9	36.9	0.8	4.6	0.9
(AVG.= 4.44 SIG.HIGHR ***)					
CHISQ= 29.95 W/ 4 D.F. IS SIGNIFICANT AT 100.00 %.					***
FAMILY COMPOSITION					
FMLY. CHLD UNDER 13 < 350>	46.9	43.7	1.3	6.6	1.5
(AVG.= 4.28 NO SIG.DIFF)					
FMLY. CHLD 13 - 17 < 97>	42.9	43.6	0.0	10.2	3.2
(AVG.= 4.13 SIG.LOWER **)					
MARRIED, NO CHILD < 287>	52.0	43.1	0.7	3.3	0.9
(AVG.= 4.42 SIG.HIGHR **)					
SINGLE < 260>	50.5	39.9	1.0	7.6	1.0
(AVG.= 4.31 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
WKG WMN IN FMLY HSHOLD					
WORKING < 392>	45.6	46.0	0.9	5.9	1.6
(AVG.= 4.28 NO SIG.DIFF)					
NOT WORKING < 339>	52.1	40.2	0.9	5.4	1.4
(AVG.= 4.36 NO SIG.DIFF)					
CHISQ= 3.15 W/ 4 D.F.					
NO. OF WAGE EARNERS/C					
NONE < 381>	57.4	35.5	1.3	5.8	0.0
(AVG.= 4.45 SIG.HIGHR +)					
ONE < 413>	50.4	42.5	0.3	5.3	1.5
(AVG.= 4.35 NO SIG.DIFF)					
TWO+ < 502>	46.1	43.9	1.5	7.1	1.5
(AVG.= 4.26 SIG.LOWER +)					
CHI-SQUARE IS NOT APPLICABLE.					
INCOME /C					
- $15K < 165>	57.3	34.1	1.9	6.0	0.6
(AVG = 4.41 SIG.HIGHR +)					
$15K - $25K < 319>	48.9	42.5	1.0	6.9	0.7
(AVG = 4.32 NO SIG.DIFF)					
$25K - $35K < 236>	48.3	45.5	1.1	4.0	1.1
(AVG.= 4.36 NO SIG.DIFF)					
$35K+ < 190>	45.2	46.5	0.3	5.2	2.8
(AVG.= 4.26 SIG.LOWER +)					
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 166>	49.9	43.2	0.3	5.7	0.9
(AVG.= 4.35 NO SIG.DIFF)					
25 - 34 < 303>	43.7	46.3	1.4	8.3	0.3
(AVG = 4.25 SIG.LOWER +)					
35 - 44 < 178>	46.1	42.2	1.5	7.3	2.9
(AVG.= 4.21 SIG.LOWER *)					
45 - 54 < 131>	50.0	41.2	0.8	5.2	2.8
(AVG.= 4.30 NO SIG.DIFF)					
55 - 64 < 117>	56.1	40.3	0.0	2.7	0.9
(AVG.= 4.48 SIG.HIGHR **)					
65 AND OLDER < 100>	60.0	34.2	1.1	3.7	1.1
(AVG.= 4.48 SIG.HIGHR **)					
REFUSED (N/A) < 6>	33.3	50.0	0.0	16.7	0.0
(AVG.= 4.00 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE.					
HOUSEHOLD SIZE/C					
ONE < 146>	51.8	38.9	0.0	7.9	1.4
(AVG.= 4.32 NO SIG.DIFF)					
TWO < 310>	51.6	42.3	0.7	4.7	0.7
(AVG.= 4.39 SIG.HIGHR *)					
THREE < 196>	48.8	41.3	2.4	3.9	1.6
(AVG.= 4.30 NO SIG.DIFF)					
FOUR+ < 345>	45.2	45.1	0.8	7.1	1.8
(AVG.= 4.25 SIG.LOWER *)					
CHI-SQUARE IS NOT APPLICABLE.					

TABLE I-12

IT IS IMPORTANT FOR FOOD TO LOOK
APPETIZING IN RESTAURANTS

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	87.8	11.9	0.0	0.3	0.0
SEX					
MALE < 472>	85.0	14.6	0.0	0.4	0.0
(AVG.= 4.84 SIG.LOWER **)					
FEMALE < 529>	90.3	9.5	0.0	0.2	0.0
(AVG.= 4.90 SIG.HIGHR **)					
CHI-SQUARE IS NOT APPLICABLE.					
FAMILY COMPOSITION					
FMLY, CHLD UNDER 13 < 350>	86.1	13.9	0.0	0.0	0.0
(AVG.= 4.86 NO SIG.DIFF)					
FMLY, CHLD 13 - 17 < 97>	87.6	11.3	0.0	1.1	0.0
(AVG.= 4.85 NO SIG.DIFF)					
MARRIED, NO CHILD < 287>	88.0	11.7	0.0	0.4	0.0
(AVG.= 4.87 NO SIG.DIFF)					
SINGLE < 260>	90.5	9.1	0.0	0.4	0.0
(AVG.= 4.90 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
WKG WMN IN FMLY HSHOLD					
WORKING < 392>	87.3	12.4	0.0	0.3	0.0
(AVG.= 4.87 NO SIG.DIFF)					
NOT WORKING < 339>	87.2	12.5	0.0	0.3	0.0
(AVG.= 4.87 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
NO. OF WAGE EARNERS/C					
NONE < 81>	91.6	8.4	0.0	0.0	0.0
(AVG.= 4.92 NO SIG.DIFF)					
ONE < 413>	87.8	11.7	0.0	0.5	0.0
(AVG.= 4.87 NO SIG.DIFF)					
TWO+ < 502>	87.1	12.7	0.0	0.2	0.0
(AVG.= 4.87 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
INCOME /C					
- $15K < 165>	87.3	11.4	0.0	1.3	0.0
(AVG.= 4.85 NO SIG.DIFF)					
$15K - $25K < 319>	88.8	10.8	0.0	0.3	0.0
(AVG.= 4.88 NO SIG.DIFF)					
$25K - $35K < 236>	86.7	13.3	0.0	0.0	0.0
(AVG.= 4.87 NO SIG.DIFF)					
$35K+ < 190>	88.1	11.9	0.0	0.0	0.0
(AVG.= 4.88 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 166>	83.9	15.5	0.0	0.6	0.0
(AVG.= 4.83 SIG.LOWER *)					
25 - 34 < 303>	86.7	13.0	0.0	0.3	0.0
(AVG.= 4.86 NO SIG.DIFF)					
35 - 44 < 178>	85.3	14.7	0.0	0.0	0.0
(AVG.= 4.85 NO SIG.DIFF)					
45 - 54 < 131>	92.0	8.0	0.0	0.0	0.0
(AVG.= 4.92 SIG.HIGHR +)					
55 - 64 < 117>	92.8	6.3	0.0	0.9	0.0
(AVG.= 4.91 NO SIG.DIFF)					
65 AND OLDER < 100>	93.2	6.8	0.0	0.0	0.0
(AVG.= 4.93 SIG.HIGHR *)					
REFUSED (N/A) < 6>	50.0	50.0	0.0	0.0	0.0
(AVG.= 4.50 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE.					
HOUSEHOLD SIZE/C					
ONE < 146>	92.8	6.9	0.0	0.7	0.0
(AVG.= 4.91 SIG.HIGHR +)					
TWO < 310>	88.7	11.3	0.0	0.0	0.0
(AVG.= 4.89 NO SIG.DIFF)					
THREE < 196>	82.7	16.8	0.0	0.5	0.0
(AVG.= 4.82 SIG.LOWER **)					
FOUR+ < 345>	87.7	12.0	0.0	0.3	0.0
(AVG.= 4.87 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					

TABLE I-13

I EXPECT THE FOOD AT FAST FOOD RESTAURANTS TO BE CONSISTENT FROM ONE VISIT TO THE NEXT

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1) 6) (NO OPINION)

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	69.8	22.4	2.5	3.8	1.0	0.5
SEX						
MALE < 472>	71.5	20.2	2.7	3.6	1.2	0.9
(AVG. = 4.59 NO SIG.DIFF)						
FEMALE < 529>	68.4	24.4	2.3	4.0	0.8	0.2
(AVG. = 4.56 NO SIG.DIFF)						
CHISQ= 3.06 W/ 4 D.F						
FAMILY COMPOSITION						
FMLY, CHLD UNDER 13 < 350>	71.1	23.6	1.3	3.3	0.6	0.0
(AVG. = 4.61 NO SIG.DIFF)						
FMLY, CHLD 13 - 17 < 97>	70.4	23.7	3.2	2.7	0.0	0.0
(AVG. = 4.62 NO SIG.DIFF)						
MARRIED, NO CHILD < 287>	68.1	22.0	3.5	3.8	1.5	1.1
(AVG. = 4.53 NO SIG.DIFF)						
SINGLE < 260>	69.8	21.3	2.6	4.0	1.4	0.8
(AVG. = 4.55 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG WMN IN FMLY HSHOLD						
WORKING < 392>	70.7	23.3	1.5	3.5	0.5	0.5
(AVG. = 4.61 NO SIG.DIFF)						
NOT WORKING < 339>	69.3	22.3	3.6	3.4	1.2	0.3
(AVG. = 4.55 NO SIG.DIFF)						
CHISQ= 4.44 W/ 4 D.F						
NO. OF WAGE EARNERS/C						
NONE < 81>	62.6	20.0	11.0	5.2	1.3	0.0
(AVG. = 4.37 SIG.LOWER **)						
ONE < 413>	72.0	20.7	2.3	3.2	1.6	0.3
(AVG. = 4.59 NO SIG.DIFF)						
TWO+ < 502>	69.4	24.1	1.2	4.1	0.4	0.8
(AVG. = 4.59 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 165>	67.8	24.2	2.9	3.2	1.9	0.0
(AVG. = 4.53 NO SIG.DIFF)						
$15K - $25K < 319>	69.8	22.3	2.1	4.1	1.0	0.7
(AVG. = 4.57 NO SIG.DIFF)						
$25K - $35K < 236>	70.5	20.8	2.9	4.4	0.9	0.4
(AVG. = 4.56 NO SIG.DIFF)						
$35K+ < 190>	71.7	21.4	2.8	2.8	0.3	1.1
(AVG. = 4.63 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 166>	66.2	26.2	0.0	5.7	1.9	0.0
(AVG. = 4.49 SIG.LOWER +)						
25 - 34 < 303>	68.9	25.5	0.9	3.8	0.5	0.3
(AVG. = 4.59 NO SIG.DIFF)						
35 - 44 < 178>	69.8	19.4	3.2	5.9	1.2	0.6
(AVG. = 4.52 NO SIG.DIFF)						
45 - 54 < 131>	80.0	14.8	3.6	0.8	0.0	0.8
(AVG. = 4.75 SIG.HIGHR ***)						
55 - 64 < 117>	66.0	25.9	2.7	1.8	1.8	1.8
(AVG. = 4.53 NO SIG.DIFF)						
65 AND OLDER < 100>	71.1	17.4	8.4	2.1	1.1	0.0
(AVG. = 4.55 NO SIG.DIFF)						
REFUSED (N/A) < 6>	50.0	33.3	0.0	16.7	0.0	0.0
(AVG = 4.17 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 146>	72.0	19.0	4.6	3.6	1.8	0.0
(AVG. = 4.55 NO SIG.DIFF)						
TWO < 310>	69.7	24.2	2.2	4.9	1.7	1.4
(AVG. = 4.49 SIG.LOWER **)						
THREE < 196>	70.9	22.9	2.4	3.2	0.5	0.0
(AVG. = 4.61 NO SIG.DIFF)						
FOUR+ < 345>	71.6	22.7	1.8	3.2	0.3	0.3
(AVG. = 4.63 SIG.HIGHR +)						
CHI-SQUARE IS NOT APPLICABLE.						

TABLE I-14

I THINK FAST FOOD AND FAMILY RESTAURANTS
SHOULD ACCOMMODATE CHILDREN

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1) 6) (NO OPINION)

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	84.3	12.7	0.5	1.4	1.0	0.1
SEX						
MALE < 472>	83.0	13.3	0.8	1.8	0.9	0.2
(AVG. = 4.76 NO SIG.DIFF)						
FEMALE < 529>	85.5	12.2	0.2	1.1	1.1	0.0
(AVG. = 4.80 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
FAMILY COMPOSITION						
FMLY, CHLD UNDER 13 < 350>	87.1	11.5	0.0	1.3	0.0	0.0
(AVG. = 4.84 SIG.HIGHR **)						
FMLY, CHLD 13 - 17 < 97>	83.3	11.3	0.0	3.2	2.2	0.0
(AVG. = 4.70 SIG.LOWER +)						
MARRIED, NO CHILD < 287>	84.9	13.0	0.7	0.7	0.7	0.0
(AVG. = 4.80 NO SIG.DIFF)						
SINGLE < 260>	80.3	14.9	1.0	1.6	1.8	0.4
(AVG. = 4.71 SIG.LOWER **)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG WMN IN FMLY HSHOLD						
WORKING < 392>	86.4	11.6	0.3	1.5	0.3	0.0
(AVG. = 4.82 NO SIG.DIFF)						
NOT WORKING < 339>	85.2	12.4	0.3	1.2	0.9	0.0
(AVG. = 4.80 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
NO. OF WAGE EARNERS/C						
NONE < 81>	85.8	11.6	1.3	0.0	1.3	0.0
(AVG = 4.81 NO SIG.DIFF)						
ONE < 413>	85.8	11.0	0.6	1.0	1.3	0.3
(AVG. = 4.80 NO SIG.DIFF)						
TWO+ < 502>	82.7	14.4	0.2	2.0	0.7	0.0
(AVG = 4.76 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE						
INCOME /C						
- $15K < 165>	83.1	14.3	0.6	1.3	0.6	0.0
(AVG. = 4.78 NO SIG.DIFF)						
$15K - $25K < 319>	81.6	15.7	0.0	1.6	1.0	0.0
(AVG. = 4.75 NO SIG.DIFF)						
$25K - $35K < 236>	85.8	11.3	0.7	1.3	0.9	0.0
(AVG. = 4.80 NO SIG.DIFF)						
$35K+ < 190>	87.3	9.4	0.6	1.4	1.4	0.0
(AVG. = 4.80 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE						
AGE						
18 - 24 < 166>	75.4	21.8	0.0	1.3	1.6	0.0
(AVG = 4.68 SIG.LOWER **)						
25 - 34 < 303>	87.1	9.8	0.3	2.4	0.3	0.0
(AVG. = 4.81 NO SIG.DIFF)						
35 - 44 < 178>	79.8	16.4	0.0	2.0	1.2	0.6
(AVG. = 4.73 SIG.LOWER +)						
45 - 54 < 131>	89.6	8.4	0.4	0.8	0.8	0.0
(AVG. = 4.85 SIG.HIGHR +)						
55 - 64 < 117>	90.6	6.7	1.8	0.0	0.9	0.0
(AVG. = 4.86 SIG.HIGHR +)						
65 AND OLDER < 100>	84.7	12.1	1.1	0.0	2.1	0.0
(AVG. = 4.77 NO SIG.DIFF)						
REFUSED (N/A) < 6>	83.3	16.7	0.0	0.0	0.0	0.0
(AVG. = 4.83 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE						
HOUSEHOLD SIZE/C						
ONE < 146>	81.6	11.5	1.1	2.2	2.9	0.7
(AVG. = 4.68 SIG.LOWER **)						
TWO < 310>	83.1	14.5	1.0	1.0	0.3	0.0
(AVG. = 4.79 NO SIG.DIFF)						
THREE < 196>	85.4	12.0	0.0	2.1	0.5	0.0
(AVG. = 4.79 NO SIG.DIFF)						
FOUR+ < 345>	85.8	12.1	0.0	1.1	1.1	0.0
(AVG. = 4.80 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE						

TABLE I-15

I THINK THERE SHOULD BE A HOST OR HOSTESS TO GREET CUSTOMERS WHEN THEY ENTER A FAMILY RESTAURANT

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1) 6) (NO OPINION)

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	35.5	41.8	1.6	18.6	2.4	0.0
SEX						
MALE < 472>	34.6	40.5	1.4	20.2	3.2	0.0
(AVG.= 3.83 SIG.LOWER *)						
FEMALE < 329>	36.3	43.0	1.8	17.1	1.7	0.1
(AVG.= 3.95 SIG.HIGHR *)						
CHISQ= 4.49 W/ 4 D.F.						
FAMILY COMPOSITION						
FMLY. CHLD UNDER 13 < 350>	35.6	46.0	2.2	15.0	1.2	0.0
(AVG.= 4.00 SIG.HIGHR **)						
FMLY. CHLD 13 - 17 < 97>	34.9	47.3	1.1	15.7	1.1	0.0
(AVG.= 3.99 NO SIG.DIFF)						
MARRIED, NO CHILD < 287>	31.4	39.4	2.6	23.0	3.5	0.2
(AVG.= 3.72 SIG.LOWER ***)						
SINGLE < 260>	40.4	37.2	0.0	19.3	3.0	0.0
(AVG.= 3.93 NO SIG.DIFF)						
CHISQ= 24.51 W/ 12 D.F. IS SIGNIFICANT AT 98.27 %.						**
WKG WMN IN FMLY HSEHOLD						
WORKING < 392>	33.0	46.4	2.3	17.4	0.9	0.0
(AVG.= 3.93 NO SIG.DIFF)						
NOT WORKING < 339>	35.2	40.0	2.2	19.0	3.4	0.1
(AVG.= 3.85 NO SIG.DIFF)						
CHISQ= 7.62 W/ 4 D.F. IS SIGNIFICANT AT 89.36 %.						+
NO. OF WAGE EARNERS/C						
NONE < 81>	38.0	34.9	0.0	22.0	5.2	0.0
(AVG.= 3.79 NO SIG.DIFF)						
ONE < 413>	34.0	43.8	1.0	18.1	2.9	0.1
(AVG.= 3.88 NO SIG.DIFF)						
TWO+ < 502>	36.1	41.8	2.4	18.4	1.4	0.0
(AVG.= 3.93 NO SIG.DIFF)						
CHISQ= 11.92 W/ 8 D.F. IS SIGNIFICANT AT 84.52 %.						+
INCOME /C						
- $15K < 165>	40.8	35.3	1.3	18.5	4.1	0.0
(AVG.= 3.90 NO SIG.DIFF)						
$15K - $25K < 319>	37.6	39.6	2.3	17.9	2.6	0.0
(AVG.= 3.92 NO SIG.DIFF)						
$25K - $35K < 236>	36.1	45.9	1.5	16.0	0.4	0.0
(AVG.= 4.01 SIG.HIGHR *)						
$35K+ < 190>	24.5	48.7	1.1	22.6	3.0	0.0
(AVG.= 3.69 SIG.LOWER ***)						
CHI-SQUARE IS NOT APPLICABLE						
AGE						
18 - 24 < 166>	40.4	41.9	1.3	13.6	2.8	0.0
(AVG.= 4.04 SIG.HIGHR *)						
25 - 34 < 303>	34.2	48.0	1.7	14.2	1.9	0.0
(AVG.= 3.98 SIG.HIGHR +)						
35 - 44 < 178>	29.9	41.6	2.0	25.2	1.2	0.0
(AVG.= 3.74 SIG.LOWER **)						
45 - 54 < 131>	33.6	39.6	2.4	21.6	2.4	0.4
(AVG.= 3.81 NO SIG.DIFF)						
55 - 64 < 117>	33.2	41.7	0.9	22.5	1.8	0.0
(AVG.= 3.82 NO SIG.DIFF)						
65 AND OLDER < 100>	46.8	26.8	1.1	19.0	6.3	0.0
(AVG.= 3.89 NO SIG.DIFF)						
REFUSED (N/A) < 6>	33.3	33.3	0.0	33.3	0.0	0.0
(AVG.= 3.67 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 146>	36.3	40.7	0.0	18.7	4.3	0.0
(AVG.= 3.86 NO SIG.DIFF)						
TWO < 310>	32.5	40.1	0.3	23.6	3.6	0.0
(AVG.= 3.74 SIG.LOWER ***)						
THREE < 196>	37.1	40.6	3.5	17.9	0.8	0.3
(AVG.= 3.96 NO SIG.DIFF)						
FOUR+ < 343>	36.8	44.8	2.4	14.7	1.2	0.0
(AVG.= 4.01 SIG.HIGHR **)						
CHISQ= 28.48 W/ 12 D.F. IS SIGNIFICANT AT 99.33 %.						***

TABLE I-16

WHEN EATING AT A FANCY RESTAURANT I
EXPECT THE MEAL TO BE UNIQUE AND SPECIAL

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1) 6) (NO OPINION)

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	67.9	25.2	0.6	5.5	0.6	0.2
SEX						
MALE < 472>	65.4	27.2	0.9	6.3	0.2	0.0
(AVG. = 4.51 NO SIG. DIFF)						
FEMALE < 529>	70.1	23.4	0.4	4.8	1.0	0.4
(AVG. = 4.57 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
FAMILY COMPOSITION						
FMLY. CHLD UNDER 13 < 350>	67.0	26.4	0.3	5.7	0.6	0.0
(AVG. = 4.54 NO SIG. DIFF)						
FMLY. CHLD 13 - 17 < 97>	68.2	28.1	1.1	2.7	0.0	0.0
(AVG. = 4.62 NO SIG. DIFF)						
MARRIED, NO CHILD < 287>	70.4	22.8	0.7	5.3	0.7	0.0
(AVG. = 4.57 NO SIG. DIFF)						
SINGLE < 260>	66.0	25.8	0.8	6.2	0.4	0.8
(AVG. = 4.52 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG WMN IN FMLY HSHOLD						
WORKING < 392>	67.3	26.9	0.8	5.1	0.0	0.0
(AVG. = 4.56 NO SIG. DIFF)						
NOT WORKING < 339>	70.6	22.9	0.3	5.0	1.2	0.0
(AVG. = 4.57 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
NO. OF WAGE EARNERS/C						
NONE < 81>	78.0	20.7	0.0	1.2	0.0	0.0
(AVG. = 4.75 SIG. HIGHR **)						
ONE < 413>	67.3	25.3	0.5	5.6	1.0	0.3
(AVG. = 4.53 NO SIG. DIFF)						
TWO+ < 502>	66.7	25.7	0.8	6.1	0.4	0.2
(AVG. = 4.52 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 163>	70.1	24.8	0.0	3.8	1.3	0.0
(AVG. = 4.59 NO SIG. DIFF)						
$15K - $25K < 319>	66.8	25.3	0.3	6.6	0.7	0.3
(AVG. = 4.52 NO SIG. DIFF)						
$25K - $35K < 236>	70.3	25.1	1.3	3.3	0.0	0.0
(AVG = 4.62 SIG. HIGHR *)						
$35K+ < 190>	64.1	27.3	0.6	7.4	0.6	0.0
(AVG. = 4.47 SIG. LOWER +)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 166>	61.2	28.4	0.6	8.5	1.3	0.0
(AVG. = 4.40 SIG. LOWER **)						
25 - 34 < 303>	63.7	29.0	0.0	6.6	0.7	0.0
(AVG. = 4.48 SIG. LOWER +)						
35 - 44 < 178>	70.1	23.2	2.9	2.6	0.6	0.6
(AVG. = 4.60 NO SIG. DIFF)						
45 - 54 < 131>	72.7	22.9	0.0	4.4	0.0	0.0
(AVG. = 4.64 SIG. HIGHR +)						
55 - 64 < 117>	76.3	19.3	0.0	3.6	0.0	0.9
(AVG. = 4.70 SIG. HIGHR **)						
65 AND OLDER < 100>	73.6	20.0	0.0	5.3	1.1	0.0
(AVG. = 4.60 NO SIG. DIFF)						
REFUSED (N/A) < 6>	33.3	50.0	0.0	16.7	0.0	0.0
(AVG. = 4.00 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 146>	67.6	25.9	0.7	5.0	0.0	0.7
(AVG. = 4.57 NO SIG. DIFF)						
TWO < 310>	69.0	23.9	1.0	5.1	0.7	0.3
(AVG. = 4.56 NO SIG. DIFF)						
THREE < 196>	69.3	24.8	0.0	5.3	0.5	0.0
(AVG. = 4.57 NO SIG. DIFF)						
FOUR+ < 345>	66.3	26.2	0.6	5.9	0.9	0.0
(AVG. = 4.51 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						

TABLE I-17

WAITERS AND WAITRESSES AT FANCY RESTAURANTS
SHOULD BE KNOWLEDGABLE ABOUT THE MENU
AND HOW FOOD IS PREPARED

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1) 6) (NO OPINION)

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	87.0	11.4	0.1	1.1	0.2	0.2
SEX						
MALE < 472>	87.6	10.9	0.2	1.0	0.1	0.2
(AVG. = 4.85 NO SIG.DIFF)						
FEMALE < 529>	86.5	11.9	0.0	1.2	0.2	0.2
(AVG = 4.84 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
FAMILY COMPOSITION						
FMLY, CHLD UNDER 13 < 350>	86.7	12.7	0.3	0.3	0.0	0.0
(AVG. = 4.86 NO SIG.DIFF)						
FMLY, CHLD 13 - 17 < 97>	88.2	9.2	0.0	2.7	0.0	0.0
(AVG. = 4.83 NO SIG.DIFF)						
MARRIED, NO CHILD < 287>	91.2	8.0	0.0	0.7	0.0	0.0
(AVG. = 4.90 SIG.HIGHR **)						
SINGLE < 260>	82.3	14.5	0.0	2.0	0.2	0.8
(AVG = 4.79 SIG.LOWER ***)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG WMN IN FMLY HSHOLD						
WORKING < 392>	89.6	9.5	0.3	0.7	0.0	0.0
(AVG. = 4.88 NO SIG.DIFF)						
NOT WORKING < 339>	88.4	11.0	0.0	0.6	0.0	0.0
(AVG = 4.87 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
NO. OF WAGE EARNERS/C						
NONE < 81>	84.5	14.2	0.0	1.3	0.0	0.0
(AVG. = 4.82 NO SIG.DIFF)						
ONE < 413>	88.0	10.7	0.0	0.8	0.4	0.3
(AVG. = 4.86 NO SIG.DIFF)						
TWO+ < 502>	86.5	11.7	0.2	1.4	0.0	0.2
(AVG = 4.84 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 165>	83.8	15.6	0.0	0.6	0.0	0.0
(AVG. = 4.82 NO SIG.DIFF)						
$15K - $25K < 319>	87.2	10.8	0.0	1.3	0.0	0.7
(AVG. = 4.85 NO SIG.DIFF)						
$25K - $35K < 236>	88.9	10.6	0.0	0.4	0.0	0.0
(AVG = 4.88 NO SIG.DIFF)						
$35K+ < 190>	90.1	9.1	0.0	0.6	0.3	0.0
(AVG. = 4.88 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 166>	85.5	12.6	0.0	1.9	0.0	0.0
(AVG. = 4.82 NO SIG.DIFF)						
25 - 34 < 300>	89.3	10.2	0.0	0.3	0.2	0.0
(AVG = 4.88 SIG.HIGHR *)						
35 - 44 < 178>	83.0	15.5	0.0	0.9	0.6	0.0
(AVG. = 4.80 SIG.LOWER *)						
45 - 54 < 131>	88.0	10.4	0.8	0.8	0.0	0.0
(AVG. = 4.86 NO SIG.DIFF)						
55 - 64 < 117>	87.9	8.5	0.0	2.7	0.0	0.9
(AVG. = 4.83 NO SIG.DIFF)						
65 AND OLDER < 100>	89.0	10.0	0.0	0.0	0.0	1.1
(AVG. = 4.90 NO SIG.DIFF)						
REFUSED (N/A) < 6>	66.7	16.7	0.0	16.7	0.0	0.0
(AVG. = 4.33 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 146>	83.8	13.7	0.0	1.4	0.3	0.7
(AVG. = 4.81 NO SIG.DIFF)						
TWO < 310>	90.3	8.1	0.0	1.0	0.0	0.3
(AVG. = 4.89 SIG.HIGHR *)						
THREE < 196>	86.7	12.8	0.0	0.5	0.0	0.0
(AVG. = 4.86 NO SIG.DIFF)						
FOUR+ < 345>	85.6	12.4	0.3	1.4	0.3	0.0
(AVG. = 4.82 SIG.LOWER *)						
CHI-SQUARE IS NOT APPLICABLE.						

TABLE I-18

I THINK THERE SHOULD BE A HOST OR HOSTESS TO GREET CUSTOMERS WHEN THEY ENTER A FANCY RESTAURANT

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	83.5	13.6	0.4	1.4	1.1
SEX					
MALE < 472>	81.8	14.7	0.3	2.1	1.1
(AVG. = 4.74 SIG LOWER +)					
FEMALE < 529>	85.1	12.7	0.4	0.8	1.1
(AVG. = 4.80 SIG HIGHR +)					
CHISQ= 4.12 W/ 4 D F					
FAMILY COMPOSITION					
FMLY. CHLD UNDER 13 < 350>	84.6	12.7	0.4	0.7	1.5
(AVG. = 4.78 NO SIG DIFF)					
FMLY. CHLD 13 - 17 < 97>	80.1	17.2	1.1	1.1	0.5
(AVG. = 4.75 NO SIG DIFF)					
MARRIED, NO CHILD < 287>	83.7	13.3	0.0	2.2	0.7
(AVG. = 4.77 NO SIG DIFF)					
SINGLE < 260>	83.5	13.3	0.4	1.6	1.2
(AVG. = 4.76 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
WKG WMN IN FMLY HSHOLD					
WORKING < 392>	86.4	11.5	0.3	1.1	0.8
(AVG. = 4.82 SIG HIGHR +)					
NOT WORKING < 339>	81.0	15.5	0.5	1.7	1.4
(AVG. = 4.73 SIG LOWER +)					
CHI-SQUARE IS NOT APPLICABLE.					
NO. OF WAGE EARNERS/C					
NONE < 81>	82.6	11.6	1.3	3.2	1.3
(AVG. = 4.71 NO SIG DIFF)					
ONE < 413>	81.1	16.3	0.4	0.8	1.5
(AVG. = 4.75 NO SIG DIFF)					
TWO+ < 502>	85.5	11.9	0.2	1.7	0.7
(AVG. = 4.80 SIG HIGHR +)					
CHI-SQUARE IS NOT APPLICABLE.					
INCOME /C					
- $15K < 169>	81.2	13.1	0.6	3.2	1.9
(AVG. = 4.68 SIG LOWER ++)					
$15K - $25K < 319>	84.9	13.3	0.5	0.7	0.7
(AVG. = 4.81 NO SIG DIFF)					
$25K - $35K < 236>	86.7	12.2	0.4	0.4	0.2
(AVG. = 4.85 SIG HIGHR +)					
$35K+ < 190>	83.2	12.9	0.0	1.7	2.2
(AVG. = 4.73 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 166>	85.5	12.3	0.0	1.3	0.9
(AVG. = 4.80 NO SIG DIFF)					
25 - 34 < 303>	84.8	13.0	0.2	1.0	1.0
(AVG. = 4.79 NO SIG DIFF)					
35 - 44 < 178>	75.9	20.2	1.2	2.0	0.6
(AVG. = 4.69 SIG LOWER +)					
45 - 54 < 131>	87.2	9.6	0.8	0.8	1.6
(AVG. = 4.80 NO SIG DIFF)					
55 - 64 < 117>	85.2	11.2	0.0	2.7	0.9
(AVG. = 4.77 NO SIG DIFF)					
65 AND OLDER < 100>	85.2	11.6	0.0	1.1	2.1
(AVG. = 4.77 NO SIG DIFF)					
REFUSED (N/A) < 6>	50.0	50.0	0.0	0.0	0.0
(AVG. = 4.50 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE.					
HOUSEHOLD SIZE/C					
ONE < 146>	82.7	14.4	0.0	1.4	1.4
(AVG. = 4.76 NO SIG DIFF)					
TWO < 310>	84.2	12.4	0.7	2.0	0.7
(AVG. = 4.77 NO SIG DIFF)					
THREE < 196>	81.6	14.9	0.8	1.1	1.6
(AVG. = 4.74 NO SIG DIFF)					
FOUR+ < 345>	84.1	13.8	0.0	1.1	1.1
(AVG. = 4.79 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					

TABLE I-19

I EXPECT FANCY RESTAURANTS TO BE FLEXIBLE
IN PREPARING SPECIAL REQUESTS

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRNGLY (1) 6) (NO OPINION)

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	55.0	34.3	0.7	8.0	1.9	0.2
SEX						
MALE < 472>	54.3	35.4	1.0	7.6	1.5	0.2
(AVG. = 4.34 NO SIG. DIFF)						
FEMALE < 529>	55.6	33.3	0.4	8.3	2.2	0.2
(AVG. = 4.32 NO SIG. DIFF)						
CHISQ= 2.43 W/ 4 D.F.						
FAMILY COMPOSITION						
FMLY. CHLD UNDER 13 < 350>	55.4	37.3	0.3	4.9	2.1	0.0
(AVG. = 4.39 SIG.HIGHR +)						
FMLY. CHLD 13 - 17 < 97>	58.7	31.7	0.0	9.2	0.5	0.0
(AVG. = 4.39 NO SIG. DIFF)						
MARRIED, NO CHILD < 287>	49.8	36.1	0.9	10.0	3.1	0.0
(AVG. = 4.20 SIG.LOWER +++)						
SINGLE < 260>	59.2	29.8	1.2	8.3	0.8	0.8
(AVG. = 4.39 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG WMN IN FMLY HSHOLD						
WORKING < 392>	56.1	35.5	0.4	6.4	1.6	0.0
(AVG. = 4.38 SIG.HIGHR +)						
NOT WORKING < 339>	51.3	36.8	0.6	8.2	3.1	0.0
(AVG. = 4.25 SIG.LOWER +)						
CHISQ= 3.65 W/ 4 D.F.						
NO. OF WAGE EARNERS/C						
NONE < 81>	56.7	31.6	0.0	11.6	0.0	0.0
(AVG. = 4.33 NO SIG. DIFF)						
ONE < 413>	54.8	33.6	1.0	7.5	2.8	0.3
(AVG. = 4.30 NO SIG. DIFF)						
TWO+ < 502>	55.2	35.2	0.5	7.4	1.5	0.2
(AVG. = 4.36 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 165>	61.5	27.1	1.3	5.7	4.5	0.0
(AVG. = 4.35 NO SIG. DIFF)						
$15K - $25K < 319>	55.7	36.3	0.3	5.4	1.6	0.7
(AVG. = 4.40 SIG.HIGHR +)						
$25K - $35K < 236>	54.7	33.9	0.4	9.3	1.5	0.0
(AVG. = 4.31 NO SIG. DIFF)						
$35K+ < 190>	49.6	39.3	0.8	9.1	1.1	0.0
(AVG. = 4.27 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 166>	59.9	33.4	0.0	6.0	0.6	0.0
(AVG. = 4.46 SIG.HIGHR *)						
25 - 34 < 303>	59.4	34.2	0.0	4.8	1.5	0.0
(AVG. = 4.45 SIG.HIGHR +++)						
35 - 44 < 178>	48.4	38.7	1.2	9.1	2.6	0.0
(AVG. = 4.21 SIG.LOWER *)						
45 - 54 < 131>	51.2	35.3	1.2	10.8	1.6	0.0
(AVG = 4.24 NO SIG. DIFF)						
55 - 64 < 117>	54.3	28.2	1.8	11.2	3.6	0.9
(AVG. = 4.19 SIG.LOWER +)						
65 AND OLDER < 100>	52.1	34.2	1.1	9.5	2.1	1.1
(AVG. = 4.26 NO SIG. DIFF)						
REFUSED (N/A) < 6>	33.3	33.3	0.0	33.3	0.0	0.0
(AVG. = 3.67 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 146>	61.9	27.3	1.4	7.2	1.4	0.7
(AVG. = 4.42 NO SIG. DIFF)						
TWO < 310>	51.3	34.4	0.7	11.2	2.2	0.3
(AVG. = 4.22 SIG.LOWER **)						
THREE < 196>	59.2	32.8	0.5	5.9	1.6	0.0
(AVG. = 4.42 SIG.HIGHR +)						
FOUR+ < 345>	53.4	38.2	0.4	6.1	2.0	0.0
(AVG. = 4.35 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						

TABLE I-20

I EXPECT THE FOOD AT FANCY RESTAURANTS TO BE OF MUCH HIGHER QUALITY THAN FAMILY AND FAST FOOD RESTAURANTS

1) AGREE STRONGLY (5) 2) AGREE SOMEWHAT (4)
3) NTHR AGREE/DSGR (3) 4) DISAGREE SOMWHAT (2)
5) DISAGREE STRONGLY (1) 6) (NO OPINION)

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	76.9	15.7	0.3	4.3	2.3	0.4
SEX						
MALE < 472>	80.2	14.8	0.4	2.7	1.7	0.2
(AVG.= 4.70 SIG.HIGHR ***)						
FEMALE < 329>	73.9	16.6	0.2	5.8	2.9	0.6
(AVG.= 4.54 SIG.LOWER ***)						
CHISQ= 9.67 W/ 4 D.F. IS SIGNIFICANT AT 95.36 %.						**
FAMILY COMPOSITION						
FMLY, CHLD UNDER 13 < 350>	80.8	13.6	0.0	4.6	0.9	0.0
(AVG.= 4.69 SIG.HIGHR *)						
FMLY, CHLD 13 - 17 < 97>	79.1	14.4	0.0	4.3	2.2	0.0
(AVG.= 4.64 NO SIG.DIFF)						
MARRIED, NO CHILD < 287>	70.8	19.9	0.4	5.1	3.5	0.4
(AVG.= 4.50 SIG.LOWER ***)						
SINGLE < 260>	77.9	14.7	0.8	3.2	2.6	0.8
(AVG.= 4.63 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
WHO WHN IN FMLY HSHOLD						
WORKING < 392>	75.8	16.9	0.3	4.6	2.4	0.0
(AVG.= 4.59 NO SIG.DIFF)						
NOT WORKING < 339>	77.8	15.1	0.0	5.1	1.7	0.3
(AVG.= 4.63 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
NO. OF WAGE EARNERS/C						
NONE < 81>	67.1	14.2	0.0	11.6	5.8	1.3
(AVG.= 4.27 SIG.LOWER ***)						
ONE < 413>	78.4	15.0	0.5	3.7	2.2	0.3
(AVG.= 4.64 NO SIG.DIFF)						
TWO+ < 502>	77.4	16.8	0.2	3.6	1.9	0.2
(AVG.= 4.65 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 165>	69.1	20.0	0.6	7.0	2.6	0.6
(AVG.= 4.47 SIG.LOWER **)						
$15K - $25K < 319>	78.8	13.3	0.3	3.8	3.1	0.7
(AVG.= 4.62 NO SIG.DIFF)						
$25K - $35K < 236>	80.3	15.1	0.4	2.7	1.5	0.0
(AVG.= 4.70 SIG.HIGHR +)						
$35K+ < 190>	77.7	17.3	0.0	3.3	1.7	0.0
(AVG.= 4.66 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 166>	80.1	16.1	0.0	1.9	1.9	0.0
(AVG.= 4.71 SIG.HIGHR +)						
25 - 34 < 303>	79.3	14.7	0.0	4.5	1.5	0.0
(AVG.= 4.66 NO SIG.DIFF)						
35 - 44 < 178>	75.7	17.6	0.6	3.8	2.4	0.0
(AVG.= 4.60 NO SIG.DIFF)						
45 - 54 < 131>	73.2	21.2	0.0	4.0	0.8	0.8
(AVG.= 4.63 NO SIG.DIFF)						
55 - 64 < 117>	75.7	12.6	1.8	4.5	3.6	1.8
(AVG.= 4.55 NO SIG.DIFF)						
65 AND OLDER < 100>	73.2	11.5	0.0	9.5	4.7	1.1
(AVG.= 4.40 SIG.LOWER **)						
REFUSED (N/A) < 6>	66.7	16.7	0.0	0.0	16.7	0.0
(AVG.= 4.17 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 146>	79.1	13.3	0.7	2.9	3.2	0.7
(AVG.= 4.63 NO SIG.DIFF)						
TWO < 310>	71.7	18.6	0.7	5.	3.2	0.7
(AVG.= 4.52 SIG.LOWER **)						
THREE < 196>	80.3	13.8	0.0	4.8	1.1	0.0
(AVG.= 4.67 NO SIG.DIFF)						
FOUR+ < 345>	79.2	15.1	0.0	3.8	1.8	0.0
(AVG.= 4.66 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						

TABLE I-21

I LIKE TO RECEIVE PROMPT ATTENTION TO
MY NEEDS AT A FAST RESTAURANT

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
(AGGREGATE RESULTS)	75.1	21.2	0.4	3.0	0.3	0.0
SEX						
MALE (672)	70.7	21.5	0.6	1.6	0.3	0.2
(AVG = 6.72 SIG =0.0049 **)						
FEMALE (529)	79.9	20.0	0.4	4.1	0.3	0.0
(AVG = 6.66 SIG LOWER **)						
CHI-SQUARE IS NOT APPLICABLE						
FAMILY COMPOSITION						
FML*: CHILD UNDER 13 (350)	77.4	19.4	0.3	2.7	0.3	0.0
(AVG = 6.72 NO SIG DIFF)						
FML*: CHILD 13 - 17 (97)	78.5	20.6	0.0	1.1	0.0	0.0
(AVG = 6.76 NO SIG DIFF)						
MARRIED, NO CHILD (287)	73.5	21.9	1.1	4.6	0.3	0.3
(AVG = 6.63 SIG LOWER **)						
SINGLE (260)	73.7	22.7	0.4	2.3	0.3	0.8
(AVG = 6.69 NO SIG DIFF)						
CHI-SQUARE IS NOT APPLICABLE						
HRS WRK IN FML* HSHOLD						
WORK(40) (282)	79.8	19.7	0.0	2.5	0.0	0.0
(AVG = 6.70 NO SIG DIFF)						
NOT WORK(40) (339)	73.1	21.9	0.3	3.5	0.0	0.3
(AVG = 6.69 NO SIG DIFF)						
CHI-SQUARE IS NOT APPLICABLE						
NO. OF HOME OWNERS/C						
NONE (81)	75.3	14.7	1.2	4.9	0.0	1.2
(AVG = 6.61 NO SIG DIFF)						
ONE (413)	76.3	22.4	0.5	2.7	0.2	0.2
(AVG = 6.68 NO SIG DIFF)						
TWO+ (552)	73.6	21.7	0.5	3.7	0.2	0.2
(AVG = 6.73 NO SIG DIFF)						
CHI-SQUARE IS NOT APPLICABLE						
INCOME /C						
- 9,999 (165)	73.3	23.0	0.6	4.2	0.0	0.0
(AVG = 6.64 NO SIG DIFF)						
9,999 - 14,999 (247)	72.9	22.3	0.8	3.6	0.0	1.2
(AVG = 6.63 SIG LOWER **)						
14,999 - 19,999 (236)	74.2	19.9	1.3	2.2	0.0	1.3
(AVG = 6.71 NO SIG DIFF)						
19,999+ (470)	77.0	19.8	0.2	2.6	0.0	0.2
(AVG = 6.78 SIG HIGHER **)						
CHI-SQUARE IS NOT APPLICABLE						
AGE						
18 - 24 (166)	73.9	23.5	0.6	5.8	0.0	1.2
(AVG = 6.68 NO SIG DIFF)						
25 - 34 (333)	75.4	19.5	0.3	3.3	0.0	0.3
(AVG = 6.76 SIG HIGHER **)						
35 - 44 (176)	73.9	23.9	1.2	1.8	0.0	0.0
(AVG = 6.69 NO SIG DIFF)						
45 - 54 (131)	73.9	21.4	0.8	3.8	0.0	0.0
(AVG = 6.66 NO SIG DIFF)						
55 - 64 (117)	76.9	18.8	0.0	0.9	0.0	1.8
(AVG = 6.69 NO SIG DIFF)						
65 AND OLDER (100)	71.4	22.4	1.0	5.1	0.0	0.0
(AVG = 6.65 SIG LOWER **)						
REFUSED (NAN) (6)	83.3	16.7	0.0	0.0	0.0	0.0
(AVG = 6.83 T-TEST IS NAN)						
CHI-SQUARE IS NOT APPLICABLE						
HSHOLD INCOME (1,2)						
ONE (154)	75.3	21.4	0.7	1.6	0.0	0.0
(AVG = 6.72 NO SIG DIFF)						
TWO (510)	72.0	21.0	0.7	4.1	0.0	0.7
(AVG = 6.64 SIG LOWER **)						
THREE (176)	77.8	19.3	0.6	2.3	0.0	0.0
(AVG = 6.73 NO SIG DIFF)						
FOUR+ (305)	75.5	22.3	0.3	3.3	0.0	0.0
(AVG = 6.71 NO SIG DIFF)						
CHI-SQUARE IS NOT APPLICABLE						

CHAPTER II

CONSUMER EXPECTATIONS WITH REGARD TO DINING AT ATMOSPHERE RESTAURANTS

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CONSUMER EXPECTATIONS WITH REGARD TO
DINING AT ATMOSPHERE RESTAURANTS

In this chapter:

- o An overview of atmosphere restaurant patrons--who are they, how frequently do they visit such places, why do they go and for what meal do they go?
- o What do atmosphere restaurant patrons expect when they visit an upscale restaurant with respect to the food served, service received and atmosphere?
- o How do frequent atmosphere restaurant patrons feel about some specific aspects of restaurant service, food and decor?

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1. Profile Of The Atmosphere Restaurant Patron

People interviewed for this survey were asked if they had eaten at or had carry out food from an atmosphere restaurant at any time during the month prior to the survey. This information is helpful in identifying key upscale restaurant patron segments. Later in this chapter readers will be able to find out what their key customers want and expect with regard to the food, service and atmosphere at such establishments.

Of the 1,000 adults surveyed, more than half (57.8 percent) reported that they had dined at or had carry out food from an atmosphere restaurant in the past four weeks. As shown in Table II-1 certain demographic groups are more likely to be upscale restaurant patrons. These include households with a working wife or mother, households with two or more wage earners, 25 to 44 year olds and upper income households. A significantly higher proportion of respondents from each of these segments answered yes to this question. On the other hand, demographic groups which are less likely to patronize upscale eating places include households where the wife or mother does not work outside the home, senior citizens and lower income households. More than half the individuals from each of these segments indicated they had not been to an atmosphere restaurant in the past month.

Another way to look at atmosphere restaurant patron segments is by the average number of times they visit such places each month. (Refer to Table II-2.) This provides a different perspective on the restaurant customer and is a means of identifying frequent versus occasional patrons. Singles, upper income individuals, 35 to 44 year olds and men are the most frequent users of upscale restaurants. Single individuals and individuals from households with incomes over $35,000 said they dine at these more expensive places about four times a month. Adults 35 to 44 years old and male respondents indicated they average 3.3 visits per month. In comparison, people from households with teenagers visit upscale restaurants about 2.3 times per month, females do so 2.6 times, 18 to 24 year olds approximately 2.6 times and individuals from lower income households also reported 2.6 visits per month.

Patrons at atmosphere restaurants can also be segmented according to their usage of these establishments -- light, medium and heavy. Light users visit atmosphere restaurants once a month or less often, medium users do so two to four times a month and heavy users visit such places five or more times a month. (Refer to Table II-3.) Of all upscale restaurant patrons more than half (52.0 percent) can be classified as light users, about four out of ten (36.8 percent) are medium users and slightly more than one out of ten (11.2 percent) are heavy users. Individuals who are light users dine at atmosphere restaurants about once a month, medium users do so about 2.7 times and the average for heavy users is a considerably higher 8.9 times per month. (Refer to Table II-4.)

A look at the demographic characteristics of light, medium and heavy users reveals some significant differences. Men are more likely to be frequent patrons while women are more likely to be infrequent patrons. Fourteen percent of the male respondents can be categorized as heavy users of atmosphere restaurants and 49.2 percent are light users. The corresponding proportions for female respondents are 8.6 percent and 54.6 percent. Two out of ten singles are frequent patrons versus about one out of twenty individuals from families with children. On the other hand, six out of ten respondents from families with children under 13 and half the respondents from families with teenagers reported they were infrequent upscale restaurant patrons versus a significantly lower 40.5 percent for singles. Upper income individuals also tend to patronize atmosphere restaurants more frequently. Approximately seven out of ten respondents from households earning $35,000 or more indicated they visit upscale eating places at least twice a month versus only 35.5 percent for those from households earning less than $15,000 and 48.0 percent for all respondents.

2. Reason For Eating At Atmosphere Restaurants

As explained in the first chapter of this report, the primary reasons for eating at upscale restaurants are for enjoyment and to celebrate a special event. Nearly half (46.0 percent) of those interviewed reported that their usual reason for dining at an atmosphere restaurant was simple enjoyment, and two out of ten said their usual reason was to celebrate a special occasion. An additional 16.1 percent cited convenience (location; did not want to cook) as the reason for choosing an upscale eating place. (Refer to Table II-5.)

Analysis of the reason for dining at more expensive restaurants by frequency of eating out and demographic characteristics does reveal some differences. Groups that can be considered infrequent atmosphere restaurant patrons (families with young children, four or more member families, low income households) show a greater tendency to dine at such places to celebrate a special occasion. Perhaps the relatively high cost of the meal means that these people can afford to dine at more expensive places primarily when they want to mark a special event like a birthday or anniversary. On the other hand, a relatively large proportion of

those considered to be frequent customers (singles, married couples with no children, one and two person households and upper income households) report that they dine at upscale restaurants because it is convenient or they want to enjoy an evening out. (Refer to Tables II-5 and II-6.)

3. Usual Meal At An Atmosphere Restaurant

The overwhelming majority of respondents, 92.8 percent, said that their usual meal at an atmosphere restaurant is dinner. Less than one out of ten reported that they will usually dine at upscale eating places for breakfast, lunch or a snack. (Readers are reminded that this question dealt with the usual meal occasion and not the meal eaten at the last atmosphere restaurant visit.)

Further analysis of the typical meal occasion by frequency of eating out and demographic characteristics reveals few significant differences. Heavy users of atmosphere restaurants are more likely to opt for other meals. Fourteen percent said their usual meal was lunch or breakfast. (Refer to Table II-8.) Senior citizens also display a tendency for other meals at upscale eating places, with 23.6 percent indicating their usual meal is lunch or breakfast. (Refer to Table II-7.) These people may opt for less expensive meals at this type of restaurant because of their limited budget.

4. What Atmosphere Restaurant Patrons Expect When They Dine Away From Home

One of the objectives of this consumer attitude and behavior study is to determine what various atmosphere restaurant patron segments expect when they eat at such places. As a result, the respondents who have visited an upscale eating place in the month prior to the survey were asked about their expectations regarding twenty factors, all of which dealt with food, service and atmosphere. Atmosphere restaurant patrons demand and expect a combination of factors when they visit such places. They are paying a premium price for eating out and look for an enjoyable experience with emphasis on good food, friendly service and pleasant surroundings. In general all patron groups have very high expectations for cleanliness of the restaurants, tastiness of the food, cleanliness of the bathrooms, food cooked the way it was asked, food served at the appropriate temperature, freshness of raw ingredients and pleasing appearance of the food. These patrons also expect a comfortable room temperature, comfortable seats, to be greeted with a smile, to have food garnished the way it was asked, a quiet eating atmosphere, to be asked if they want anything else, to be asked if the meal is all right, to have a variety of menu choices and to have the restaurant attractively decorated. These upscale restaurant customers are less concerned with such things as no wait to be seated or served, quick food delivery, being told when their order will be ready or having the restaurant employees wear a name tag. (Refer to Tables II-9 and II-10.)

An analysis of the level of expectation with these twenty factors by frequency of patronage reveals some significant differences. Infrequent atmosphere restaurant patrons have relatively high expectations for pleasing appearance of the food, tastiness of the food, no wait to be seated or served, clean bathrooms and comfortable seats. All these factors can make a celebration a memorable one. On the other hand, frequent patrons have especially high expectations for factors which can make the dining out experience enjoyable. These people expect and demand food served at the appropriate temperature, fresh raw ingredients to be used, to be greeted with a smile and to find the restaurant attractively decorated. Occasional atmosphere restaurant customers have significantly lower expectations regarding food temperature, food appearance, quick food delivery, attractive room decorations, comfortable seats and quiet eating atmosphere. Perhaps these people, who often include families with teenagers, 45 to 54 year olds and upper income families, have adjusted their expectations to fit the restaurants they visit, which often include the less expensive chain theme-type restaurants where decor, menu and service are more standardized. (Refer to Table II-11.)

People who tend to eat at upscale restaurants because it is convenient to do so place considerable importance on the freshness of raw ingredients, food cooked the way it was ordered, quick food delivery, comfortable room temperature and the overall cleanliness of the restaurant. It appears that they want a good meal that has been especially prepared for them, and they want it quickly. People who are likely to eat at atmosphere restaurants to celebrate a special event are looking for things which can enhance the occasion -- the appearance of the food, having food garnished the way they want, eating in a quiet atmosphere. Similarly, enjoyment patrons are looking for factors which can make the dining out experience pleasant such as being greeted with a smile, being asked if the meal was all right and finding comfortable seats. (Refer to Table II-10.)

Women have significantly higher expectations regarding most of these twenty factors than do men. Women may tend to demand more at atmosphere restaurants because they feel the meal should be unique and special and worth the premium price. Individuals from married couple/no children households have lower expectations for many factors, particularly with regard to the tastiness of the food, variety of menu items, freshness of raw ingredients, no wait to be seated or served and being told when the meal will be ready. These people, who tend to visit upscale eating places frequently, may have adjusted their expectations accordingly. Senior citizens have lower expectations with regard to many of the food factors which may reflect the fact that they are infrequent restaurant patrons. They may form their expectations based on all restaurant visits rather than just visits to upscale establishments. People from upper income households have significantly lower expectations when it comes to the service at atmosphere restaurants. Their numerous visits to such places have probably caused them to adjust their expectations.

The remainder of this section will focus on the three basic groups of expectations -- food, service and atmosphere -- and how the levels of expectation differ among various patron segments. Particular attention will be paid to several key groups such as heavy users, singles, married couples with no children, 35 to 44 year olds and upper income individuals.

FOOD EXPECTATIONS

Atmosphere restaurant patrons are most concerned with the tastiness of the food and the food being cooked to order. Among the seven food related attributes, these two rank one and two (based on mean value scores) for nearly all patron segments. At least eight out of ten, and in many cases nine out of ten, respondents from all patron groups said they very much expect the food to be tasty at atmosphere restaurants. Similarly, about 85.0 percent of the individuals from all patron segments said they very much expect the food cooked to order. However, frequent patrons place more importance on the food being served at the proper temperature than on its tastiness. Eighty-seven percent reported they very much expect the food to be served at the appropriate temperature versus a lower 85.3 percent who said the same for tastiness. For some patron groups (married couples with no children, 35 to 44 year olds and 65 year olds and older) food cooked per order ranks number one.

All patron groups are also very interested in the food being served at the appropriate temperature, having a pleasing appearance and being made with fresh raw ingredients. At least three-fourths of the respondents in all segments said they very much expect these things.

An analysis of these food expectations by upscale restaurant usage reveals some differences in the level of expectation. Infrequent patrons have significantly higher expectations for factors which they feel can make their dining out experience unique and special. Nearly nine out of ten light users indicated they very much expect the food to be tasty versus a slightly lower 85.6 percent and 85.3 percent for medium and heavy users. In addition, pleasing appearance of the food is more important to infrequent patrons (80.4 percent) than to occasional (76.7 percent) and frequent (77.4 percent) customers. On the other hand, frequent patrons probably assume that the food will be tasty, have a pleasing appearance and be cooked to order. But, they believe an atmosphere restaurant must deliver more in return for the premium price paid. Eighty-seven percent very much expect the food to be served at the appropriate temperature versus a significantly lower 77.9 percent for medium users and 80.4 percent for light users. A similar pattern exists for freshness of raw ingredients used. Eighty-one percent of the frequent patrons very much expect and an additional 19.4 percent expect fresh raw ingredients to be used. The corresponding proportions for infrequent customers are 79.6 percent and 15.5 percent, and those for occasional customers are 77.9 percent and 16.3 percent. (Refer to Table II-11.)

Expectations regarding the food served at atmosphere restaurants are high no matter what the reason for dining at such a place. However, patrons who dine at this type of establishment for convenience reasons tend to expect more, probably because they are paying a relatively high price for a "spur-of-the-moment" meal away from home. These customers expect more in the way of the tastiness of the food (91.0 percent), food cooked per order (91.0 percent), freshness of raw ingredients used (86.0 percent) and food served at the appropriate temperature (82.6 percent). (Refer to Table II-12.) People who go to atmosphere restaurants when they want to celebrate a special event are particularly interested in the appearance of the food and the food being garnished per their request. Eighty-one percent very much expect the appearance of the food to be pleasing and 68.8 percent very much expect to have the food garnished the way they asked for it.

Information on the level of expectation for each of these seven food factors for various demographic segments is provided on Tables II-13 through II-19. Women tend to expect more with regard to the food served at upscale eating places (as they did at fast food and family style restaurants), probably because they do the majority of the meal preparation at home and have a firm idea about how food should be cooked and presented. More than eight out of ten female respondents indicated they very much expect the food to be served at the appropriate temperature (84.9 percent), the food to have a pleasing appearance (84.4 percent) and entrees to be made from fresh raw ingredients (82.5 percent). Approximately seven out of ten male respondents said they very much expect these same things. In terms of the tastiness of the food and the food being cooked per order, however, there are no significant differences in the responses given by men and women. (Refer to Tables II-15 and II-18.)

Senior citizens exhibit lower expectations concerning these seven food related factors. Perhaps they feel that the food at atmosphere restaurants should not necessarily be better than that at other types of restaurants just because a higher price is paid for the meal. In addition, people over 65 years old visit upscale eating places relatively infrequently and may lack the necessary knowledge about what these restaurants can and do deliver. For example, fewer than eight out of ten people age 65 and older reported they very much expect the food to be tasty compared with more than eight out of ten for those from the other age groups. (Refer to Table II-15.) Similarly, seven out of ten senior citizens said they very much expect the entrees to be made from fresh raw ingredients versus a considerably higher eight out of ten for respondents from the other age segments. Middle age people (45 to 54 year olds), on the other hand, tend to have significantly higher expectations concerning the food served at atmosphere restaurants. This is especially true for the tastiness of the food (92.4 percent), food served at the appropriate temperature (86.9 percent), pleasing appearance of the food (84.8 percent) and variety of menu items (60.8 percent).

Individuals from married couple/no children households tend to have lower expectations concerning the food served at atmosphere restaurants. These people, who are frequent patrons, expect less when it comes to the tastiness of the food (82.5 percent), the freshness of raw ingredients (73.4 percent) and the variety of menu choices (46.6 percent). Individuals from households where the youngest child is under 13 years old (and who also happen to be infrequent patrons) expect more from their atmosphere dining experience -- particularly concerning the appearance of the food, the food being served at the appropriate temperature and the food being garnished per their request.

Upper income people are likely to demand more from an atmosphere restaurant. They especially want the food to be served at the appropriate temperature, where 83.6 percent said they very much expect this versus a lower 80.4 percent for all respondents. These upper income patrons are also interested in the tastiness of the food, food cooked per their request and the appearance of the food. They are less concerned with the availability of a variety of menu items than are people from other income segments, however.

SERVICE EXPECTATIONS

Highest expectations among atmosphere restaurant patrons relate to being greeted with a smile, asked if they want anything else and asked if their meal is all right. For most patron segments this represents the rank order of their top three service expectations (based on mean value scores). Approximately six out of ten individuals from all patron groups reported they very much expect to be greeted with a smile. Slightly smaller proportions reported they very much expect to be asked if they want anything else and to be asked if the meal is all right. However, respondents who said they usually dine at upscale eating places because it is convenient, those from households where teenagers are present and senior citizens place more importance on being asked if they want anything else than on being greeted with a smile. (Refer to Tables II-12, II-21 and II-24.)

All customer groups feel it is somewhat important that they be seated and served with no delay, probably because reservations have been made and they feel they should be seated at a specified time. Upscale restaurant patrons also like the food to be delivered promptly. They do not want to wait a long period of time for the order to be taken and the food to be served. On the other hand, atmosphere restaurant patrons do not necessarily expect to be told when their order will be ready unless some unusual problem develops.

An analysis of these service expectations by atmosphere restaurant usage reveals some differences in the level of expectation. Frequent patrons have significantly higher expectations regarding being greeted with a smile and being asked if they want anything else. (Refer to Table II-11.) Seven out of ten heavy users indicated they very much epxect to be greeted with a

smile compared with 63.0 percent and 58.4 percent for light and medium users. Similarly, 66.5 percent of the frequent patron group very much expect to be asked if they want anything else. The corresponding proportions for infrequent and occasional customers are considerably lower -- 58.6 percent and 55.1 percent. These frequent patrons want to be recognized and treated well in return for their loyal patronage. Infrequent patrons are more concerned with encountering no wait to be seated than are other patron groups, probably because they have called ahead and made reservations and feel they should be seated at a designated time. One-third of those who visit atmosphere restaurants once a month or less often said they very much expect to have no wait to be seated or served versus three out of ten occasional patrons and one out of four frequent patrons.

People who dine at upscale restaurants because it is enjoyable tend to have higher service expectations than do those who choose such places because it is convenient or to celebrate a special event. This is especially true for being greeted with a smile (65.6 percent), being asked if the meal is all right (56.5 percent) and having employees wear name tags (20.3 percent). These people want and expect the meal to be an enjoyable one and good service is a necessary requirement. On the other hand, convenience patrons are more interested in prompt food delivery, possibly because they are on their way to or from another activity and time is short. More than one-third of the convenience patrons reported they very much expect the food to be delivered quickly compared with fewer than three out of ten for the other reason categories. (Refer to Table II-12.)

Information on the level of expectation for each of these seven service factors for various demographic groups is provided on Tables II-20 through II-26. Women tend to expect more with regard to the service at atmosphere restaurants than do men. They may demand more because they are especially interested in having an enjoyable dining out experience and good service is an integral part of this. Female respondents had especially high expectations concerning being greeted with a smile (66.3 percent), being asked if anything else is needed (64.4 percent) and being asked if the meal is all right (59.4 percent). Approximately half the male respondents reported they very much expect these same considerations.

Few significant differences in the level of expectation among the various age groups are evident. Older patrons tend to have higher than average expectations concerning quickness. Nearly four out of ten individuals between the ages of 55 and 64 reported they very much expect to encounter no wait in being seated or served versus a lower three out of ten for all atmosphere restaurant patrons. Senior citizens want quick food delivery at upscale eating places. Thirty-one percent said they very much expect this and an additional 43.1 percent said they expect it. The corresponding proportions for all atmosphere restaurant customers are 29.7 percent and 32.3 percent.

Respondents from married couple/no children households reported consistently lower expectations for many of these service factors. This is especially true for encountering no wait to be seated or served. About one-fourth of the individuals from married couple/no children households indicated they very much expect to encounter no delays versus more than three out of ten for those from other types of households. Other service attributes which married couples rate lower than all atmosphere patrons include being asked if anything else is needed (54.7 percent versus 58.2 percent) and being told when the meal will be ready (30.6 percent versus 32.6 percent). Married couples tend to be frequent upscale restaurant patrons, and they have likely adjusted their expectations based on their numerous visits.

Lower income individuals, who tend to visit atmosphere restaurants on an infrequent basis, have higher service expectations. They tend to feel that the premium price paid for the meal should inspire friendlier and more attentive service. Seven out of ten respondents from households earning less than $15,000 said they very much expect to be greeted with a smile compared with about six out of ten for those from households earning more than $15,000. A similar pattern exists for being told when the meal will be ready, 39.7 percent versus about 30.0 percent. Also, six out of ten people from households earning $25,000 or less reported they very much expect to be asked if the meal is all right. In comparison, approximately half of those from households earning over $25,000 said the same.

ATMOSPHERE EXPECTATIONS

Upscale restaurant patrons have high expectations for all six atmosphere factors, with each attribute receiving a mean value score in excess of four. (Mean value scores were calculated using a scale of 1 to 5, with 5 being the highest score.) Among these six factors, cleanliness and clean bathrooms are the top two ranking attributes for all patron groups. Nearly nine out of ten respondents from the various patron segments indicated they very much expect the restaurant to be clean. Clean restrooms received slightly lower ratings -- about 85.0 percent.

Atmosphere restaurant patrons like the room temperature of the dining area to be comfortable, and they prefer comfortable seats. For most segments this represents their order of preference. However, some patrons choose comfortable seats over comfortable room temperature, and these include light users, "enjoyment" patrons, 25 to 34 year olds, 45 to 54 year olds, senior citizens, families with children and households with incomes between $15,000 and $25,000. A quiet eating atmosphere and attractive room decorations are very much expected in spite of the fact that they rank five and six.

When people eat at an upscale eating place they are looking for a total dining experience. They often choose this type of restaurant to celebrate a birthday or anniversary or to have an

enjoyable evening out. Consequently, all these atmosphere factors -- cleanliness, room temperature, comfortable seats, quiet eating atmosphere and decor -- are all of considerable importance. Patrons would find it difficult to choose two or three which are necessary and two or three which would be unnecessary, and the closeness of the mean value scores reflects this.

An analysis of these atmosphere expectations by frequency of eating at upscale restaurants reveals some differences in the level of expectation. Occasional patrons (medium users) tend to have lower expectations than do all patrons. This is especially true for such attributes as clean bathrooms (82.8 percent versus 84.8 percent), comfortable seats (61.1 percent versus 64.8 percent), quiet eating atmosphere (57.6 percent versus 58.6 percent) and attractive room decorations (49.3 percent versus 53.2 percent). These people may base their expectations on visits to lower price upscale restaurants where the decor and general feeling are more standardized. Frequent atmosphere restaurant patrons have especially high expectations concerning the decor of the establishment. Six out of ten reported they very much expect attractive room decorations compared with 56.2 percent and 49.3 percent for light and medium users respectively. (Refer to Table II-14.)

Individuals who dine at upscale eating places because it is enjoyable to do so or because they want to celebrate a special event have higher expectations regarding those factors which can make the dining out experience unique and enjoyable. These people want attractive room decorations, comfortable seats and a quiet eating atmosphere. (Refer to Table II-12.) On the other hand, people who eat at atmosphere restaurants for convenience related reasons are less concerned with the establishment being attractively decorated. Less than half (49.4 percent) very much expect attractive room decorations versus 56.1 percent for those who look for enjoyment at an upscale eating place.

Information on the level of expectation for each of these six atmosphere factors for various demographic groups is provided on Tables II-27 through II-32. Women, as with the food and service factors, expect more with regard to the atmosphere at upscale restaurants than do men. This is especially true regarding cleanliness (92.2 percent versus 86.4 percent), clean bathrooms (89.8 percent versus 80.0 percent), comfortable room temperature (73.8 percent versus 64.3 percent) and comfortable seats (69.1 percent versus 60.0 percent).

Older atmosphere restaurant patrons have higher expectations concerning many of these atmosphere factors, while younger patrons tend to expect less. People age 45 years and older are frequent upscale restaurant customers, and they have definite opinions on how a restaurant should look and "feel." They want to enjoy their meal in pleasant surroundings. Young adults, on the other hand, visit such places less frequently and are likely to visit the theme restaurant segment which tends to be more standardized in its decor. More than seven out of ten respondents between the ages of 45 and 64 reported they very much expect comfortable seats at an upscale eating place versus a considerably

lower six out of ten for those 18 to 24 years old. A similar pattern exists for comfortable room temperature, eight out of ten versus seven out of ten, and attractive room decorations, 56.4 percent versus 48.6 percent.

A look at the level of expectation for these six atmosphere factors by family composition reveals some differences. Singles and married couples with no children, who tend to be frequent upscale restaurant patrons, want to be comfortable when they visit such places. More than seven out of ten respondents from these household types indicated they very much expect the room temperature to be comfortable compared with about six out of ten for individuals from families with children. Similar proportions were cited for comfortable seats for the different household composition segments. On the other hand, respondents from families with children appear to be looking for a quiet meal out, probably without the children. (Refer to Table II-32.)

Lower income individuals, who tend to visit atmosphere restaurants infrequently, expect to be comfortable when they do visit such places. Eight out of ten respondents from households earning less than $15,000 said they very much expect the temperature of the dining area to be comfortable versus a significantly lower seven out of ten for those from other income groups. In addition, approximately seven out of ten of these lower income individuals reported they very much expect the seats to be comfortable. The corresponding proportion for the higher income groups is a lower six out of ten.

5. How Atmosphere Restaurant Patrons Feel About Restaurants And Dining Out

Another purpose of this consumer attitude and behavior study is to ascertain what different atmosphere restaurant user groups think about the upscale eating places they visit and their overall dining experience. The last section of Chapter I provides a detailed analysis of the responses to fourteen attitudinal questions for various demographic segments and by type of restaurant visited. In the remaining section of this chapter information on the level of agreement to eleven of these statements (all of which deal with restaurants in general or are specifically related to atmosphere restaurants) will be highlighted for the different atmosphere restaurant user groups--light, medium and heavy. (Refer to Table II-33.)

When Eating At A Fancy Restaurant I Expect The Meal To Be Unique And Special

Nearly all upscale restaurant patrons believe that the meal at such a place should be unique and special. Sixty-six percent strongly agree and 27.5 percent agree with, "When eating at a fancy restaurant I expect the meal to be unique and special." Infrequent patrons tend to agree more strongly with the statement, probably because they associate a meal at this type of restaurant with celebrating a special occasion. A substantially higher seven out of ten strongly agree with this statement.

I Expect Fancy Restaurants To Be Flexible In Preparing Special Requests

Atmosphere restaurant patrons feel that such places should be able to prepare special requests, and this is especially true for infrequent patrons. Fifty-six percent of the infrequent customers reported they strongly agree with, "I expect fancy restaurants to be flexible in preparing special requests," and an additional 35.4 percent agreed with it. The corresponding proportions for all upscale restaurant patrons are 52.8 percent and 37.2 percent.

I Expect The Food At Fancy Restaurants To Be Of Much Higher Quality Than Family And Fast Food Restaurants

The majority of patrons from all user groups believe that the food at upscale restaurants is of higher quality than at other types of restaurants. Approximately three-fourths strongly agree with, "I expect the food at fancy restaurants to be of much higher quality than family and fast food restaurants."

Waiters And Waitresses At Fancy Restaurants Should Be Knowledgable About The Menu And How Food Is Prepared

All upscale restaurant customers believe that the service staff should be able to answer questions concerning how a particular menu item is prepared and what is included with the price of the meal. Ninety-one percent strongly agree and an additional 8.4 percent agree that, "Waiters and waitresses at fancy restaurants should be knowledgable about the menu and how food is prepared."

I Like To Receive Prompt Attention To My Needs At A Fancy Restaurant

Upscale restaurant patrons like to have their needs anticipated by the service staff, and this is particularly true for frequent patrons. Perhaps their numerous visits to such restaurants lead them to demand and expect more from the service staff. Eight out of ten heavy users indicated they strongly agree with, "I like to receive prompt attention to my needs at a fancy restaurant." In comparison, 74.6 percent of the light users and 76.1 percent of the heavy users strongly agree with this attitudinal statement.

I Think There Should Be A Host Or Hostess To Greet Customers When They Enter A Fancy Restaurant

The vast majority of atmosphere restaurant patrons feels that it is very important to be made to feel welcome upon entering an upscale eating place. More than eight out of ten respondents from all user groups said they strongly agree with, "I think there should be a host or hostess to greet customers when they enter a fancy restaurant."

I Try To Go To Restaurants Which Serve Salads And Vegetables

Frequent atmosphere restaurant patrons are more likely to agree with, "I try to go to restaurants which serve salads and vegetables," than are infrequent and occasional customers. Nearly seven out of ten, 68.6 percent, of the heavy users reported they strongly agree with this statement versus 59.0 percent and 61.3 percent for light and medium users respectively.

It Is Important For Food To Look Appetizing In Restaurants

Atmosphere restaurant patrons want and expect the food to look appetizing. Approximately nine out of ten respondents from all user groups strongly agree with, "It is important for food to look appetizing in restaurants."

A Discourteous Restaurant Employee Could Keep Me From Returning To A Restaurant

Continued restaurant patronage for upscale restaurant customers is highly dependent on the friendliness and attentiveness of the service staff. Three-fourths of the people who last recently been to an atmosphere restaurant reported they strongly agree with, "A discourteous restaurant employee could keep me from returning to a restaurant." Frequent patrons are more likely to be discouraged from returning, with more than eight out of ten, 82.7 percent, strongly agreeing. These customers feel they should be treated with respect and friendliness in return for their loyal patronage.

It Is Important For A Restaurant To Make Its Customers Feel At Ease

The vast majority of atmosphere restaurant patrons want to be made to feel welcome when they visit such places. Eighty-three percent strongly agree with the statement, "It is important for a restaurant to make its customers feel at ease." Frequent customers are especially likely to feel this way, with nine out of ten strongly agreeing that this statement applies to them.

I Think Fresh Flowers And Live Plants Improve A Restaurant's Atmosphere

More than half the atmosphere restaurant customers strongly agree with, "I think fresh flowers and live plants improve a restaurant's atmosphere," and an additional 31.6 percent agree with it. Frequent upscale restaurant patrons are especially likely to agree with this statement. Fifty-eight percent strongly agree and 37.6 percent agree with it. On the other hand, infrequent patrons are less inclined to feel this way. Less than half strongly agree with the statement and an additional 38.6 percent agree with it. Heavy users are more likely to expect and appreciate such amenities as flowers and plants and their contribution to the overall atmosphere of the restaurant.

TABLES FOR CHAPTER II

TABLE II-1

DEMOGRAPHIC CHARACTERISTICS OF INDIVIDUALS WHO DINED AT AN ATMOSPHERE RESTAURANT IN THE PAST MONTH

DEMOGRAPHIC CHARACTERISTIC	PERCENT SAYING YES	NO
SEX		
Male	58.8	41.2
Female	57.0	43.0
FAMILY COMPOSITION		
Family, children under 13	56.7	43.3
Family, children 13-17	52.7	47.3
Married, no children	58.4	41.6
Single	61.5	38.5
WORKING WOMAN IN HOUSEHOLD		
Working	62.7	37.3
Not working	49.6	50.4
NUMBER OF WAGE EARNERS		
None	43.9	56.1
One	55.9	44.1
Two or more	61.6	38.4
INCOME		
Under $15,000	38.5	61.5
$15,000-$25,000	53.7	46.3
$25,000-$35,000	63.8	36.2
$35,000 and over	77.4	22.6
AGE		
18-24	59.0	41.0
25-34	61.3	38.7
35-44	59.2	40.8
45-54	58.0	42.0
55-64	51.1	48.9
65 and over	48.9	51.1
HOUSEHOLD SIZE		
One	62.6	37.4
Two	56.0	44.0
Three	64.0	36.0
Four or more	54.1	45.9
TOTAL RESPONDENTS	57.8	42.2

TABLE II-2

AVERAGE NUMBER OF TIMES VARIOUS DEMOGRAPHIC GROUPS DINE AT ATMOSPHERE RESTAURANTS PER MONTH

DEMOGRAPHIC CHARACTERISTICS	AVERAGE NUMBER OF VISITS PER MONTH
SEX	
Male	3.31
Female	2.64
FAMILY COMPOSITION	
Family, children under 13	2.46
Family, children 13-17	2.28
Married, no children	2.87
Single	3.81
WORKING WOMAN IN HOUSEHOLD	
Working	2.62
Not working	2.56
NUMBER OF WAGE EARNERS	
None	2.77
One	3.35
Two or more	2.67
INCOME	
Under $15,000	2.63
$15,000-$25,000	2.62
$25,000-$35,000	2.68
$35,000 and over	3.79
AGE	
18-24	2.60
25-34	2.81
35-44	3.35
45-54	3.25
55-64	2.92
65 and over	3.06
HOUSEHOLD SIZE	
One	4.15
Two	2.98
Three	2.61
Four or more	2.58

TABLE II-3

USAGE OF ATMOSPHERE RESTAURANTS PER MONTH BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

DEMOGRAPHIC CHARACTERISTICS	PERCENT WHO ARE LIGHT USERS	MEDIUM USERS	HEAVY USERS
SEX			
Male	49.2	36.8	14.0
Female	54.6	36.9	8.6
FAMILY COMPOSITION			
Family, children under 13	61.5	32.7	5.7
Family, children 13-17	50.8	44.3	4.9
Married, no children	50.8	36.9	12.3
Single	40.5	39.8	19.7
WORKING WOMAN IN HOUSEHOLD			
Working	53.3	38.6	8.1
Not working	60.2	31.6	8.2
NUMBER OF WAGE EARNERS			
None	55.3	33.3	11.4
One	53.0	34.7	12.3
Two or more	51.0	38.9	10.2
INCOME			
Under $15,000	64.5	29.7	5.8
$15,000-$25,000	59.0	29.8	11.2
$25,000-$35,000	51.1	41.6	7.3
$35,000 and over	32.1	47.1	20.9
AGE			
18-24	53.6	35.5	10.9
25-34	53.4	36.5	10.1
35-44	54.1	35.3	10.7
45-54	45.8	42.3	11.9
55-64	51.4	36.9	11.7
65 and over	51.8	33.8	14.4
HOUSEHOLD SIZE			
One	38.2	43.3	18.5
Two	50.6	35.8	13.6
Three	54.2	35.7	10.1
Four or more	57.9	35.3	6.7
TOTAL RESPONDENTS	52.0	36.8	11.2

TABLE II-4

AVERAGE NUMBER OF TIMES DIFFERENT USER
GROUPS DINE AT ATMOSPHERE RESTAURANTS PER MONTH

USER GROUP	AVERAGE NUMBER OF VISITS PER MONTH
Light Users	1.00
Medium Users	2.70
Heavy Users	8.94

TABLE II-5

REASON FOR DINING AT AN ATMOSPHERE RESTAURANT
BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

1) LACK OF TIME
2) LOCATION/NO COOK
3) CELEBRATE EVENT
4) SIMPLE ENJOYMENT
5) BUSINESS MEETING
6) TRAVELING
7) OTHER
8) DON'T KNOW

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %	(7) %	(8) %
<AGGREGATE RESULTS>	1.4	16.1	20.2	46.0	2.8	1.7	11.6	0.2
SEX								
MALE < 277>	1.3	16.2	16.4	43.7	5.5	1.9	14.5	0.4
FEMALE < 303>	1.4	15.9	23.7	48.1	0.3	1.6	9.0	0.0
CHI-SQUARE IS NOT APPLICABLE.								
FAMILY COMPOSITION								
FMLY, CHLD UNDER 13 < 198>	0.8	11.1	26.9	43.0	3.7	1.6	12.4	0.5
FMLY, CHLD 13 - 17 < 51>	2.1	12.3	15.2	56.2	2.1	1.0	11.2	0.0
MARRIED, NO CHILD < 169>	0.6	18.0	16.8	50.6	1.5	1.2	11.2	0.0
SINGLE < 160>	2.6	20.6	17.3	42.2	3.3	2.6	11.4	0.0
CHI-SQUARE IS NOT APPLICABLE.								
WKG WMN IN FMLY HSHOLD								
WORKING < 247>	1.5	14.6	21.4	46.0	2.3	1.5	12.7	0.0
NOT WORKING < 168>	0.0	13.4	21.2	49.8	3.1	1.2	10.6	0.6
CHI-SQUARE IS NOT APPLICABLE.								
NO. OF WAGE EARNERS/C								
NONE < 36>	0.0	23.6	10.2	60.3	0.0	0.0	5.9	0.0
ONE < 231>	0.9	15.6	19.7	44.2	4.1	3.4	11.6	0.5
TWO+ < 310>	1.9	15.4	21.9	45.5	2.2	0.7	12.5	0.0
CHI-SQUARE IS NOT APPLICABLE.								
INCOME /C								
- $15K < 63>	1.7	18.2	27.3	40.5	0.0	1.7	10.7	0.0
$15K - $25K < 171>	1.2	16.8	22.0	46.2	1.2	1.2	10.7	0.6
$25K - $35K < 151>	1.4	12.5	21.2	45.5	4.2	2.1	13.2	0.0
$35K+ < 147>	1.8	16.0	16.7	45.6	5.3	1.4	13.2	0.0
CHI-SQUARE IS NOT APPLICABLE.								
AGE								
18 - 24 < 98>	0.0	16.0	21.9	50.8	0.0	3.2	8.0	0.0
25 - 34 < 186>	1.4	15.8	22.0	40.8	4.5	2.3	12.7	0.6
35 - 44 < 106>	2.0	11.9	25.7	43.1	3.0	1.0	13.3	0.0
45 - 54 < 77>	4.1	13.6	19.7	40.9	3.4	0.7	17.7	0.0
55 - 64 < 60>	0.0	25.4	13.1	52.6	3.5	0.0	5.3	0.0
65 AND OLDER < 49>	0.0	16.1	7.5	63.5	0.0	2.2	10.8	0.0
REFUSED (N/A) < 5>	0.0	40.0	20.0	40.0	0.0	0.0	0.0	0.0
CHI-SQUARE IS NOT APPLICABLE.								
HOUSEHOLD SIZE/C								
ONE < 91>	0.0	20.1	14.4	48.3	2.3	4.6	10.4	0.0
TWO < 174>	1.2	22.8	18.0	44.5	3.0	0.6	9.9	0.0
THREE < 126>	2.9	12.5	17.5	52.5	1.7	1.7	11.2	0.0
FOUR+ < 187>	1.1	10.4	27.1	41.5	3.6	1.4	14.3	0.6
CHI-SQUARE IS NOT APPLICABLE.								

TABLE II-6

REASON FOR DINING AT AN ATMOSPHERE RESTAURANT
BY USAGE OF ATMOSPHERE RESTAURANTS

1) LACK OF TIME
2) LOCATION/NO COOK
3) CELEBRATE EVENT
4) SIMPLE ENJOYMENT
5) BUSINESS MEETING
6) TRAVELING
7) OTHER
8) DON'T KNOW

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %	(7) %	(8) %
LIGHT (0-1 TIMES/MO)< 181>	0.6	9.3	33.0	42.6	0.0	2.6	11.3	0.6
MEDIUM (2-4 TIMES/MO< 298>	1.2	16.3	17.9	49.7	2.5	0.7	11.7	0.0
HEAVY (5+ TIMES/MO) < 100>	3.2	27.7	4.2	40.9	8.9	3.2	12.1	0.0
<AGGREGATE RESULTS>	1.4	16.1	20.2	45.9	2.8	1.7	11.7	0.2

TABLE II-7

USUAL MEAL AT AN ATMOSPHERE RESTAURANT BY
DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

DEMOGRAPHIC CHARACTERISTICS	PERCENT SAYING USUAL MEAL IS DINNER	OTHER
SEX		
Male	93.2	6.8
Female	92.4	7.6
FAMILY COMPOSITION		
Family, children under 13	91.0	9.0
Family, children 13-17	97.0	3.0
Married, no children	94.4	5.6
Single	92.5	7.5
WORKING WOMAN IN HOUSEHOLD		
Working	94.3	5.7
Not working	91.3	8.7
NUMBER OF WAGE EARNERS		
None	80.9	19.1
One	93.4	6.6
Two or more	93.6	6.4
INCOME		
Under $15,000	92.6	7.4
$15,000-$25,000	92.4	7.6
$25,000-$35,000	94.1	5.9
$35,000 and over	95.0	5.0
AGE		
18-24	97.3	2.7
25-34	94.1	5.9
35-44	93.0	7.0
45-54	93.1	6.9
55-64	94.7	5.3
65 and over	76.4	23.6
HOUSEHOLD SIZE		
One	89.1	10.9
Two	95.2	4.8
Three	92.9	7.1
Four or more	92.2	7.8
TOTAL RESPONDENTS	92.8	7.2

TABLE II-8

USUAL MEAL AT AN ATMOSPHERE RESTAURANT BY USAGE OF ATMOSPHERE RESTAURANTS

USER GROUP	PERCENT SAYING USUAL MEAL IS DINNER	OTHER
Light Users	93.3	6.7
Medium Users	94.7	5.3
Heavy Users	85.8	14.2

TABLE II-9

OVERALL RANKING OF EXPECTATIONS AT ATMOSPHERE
BY USAGE OF ATMOSPHERE RESTAURANTS

TOTAL ATMOSPHERE RESTAURANTS	LIGHT USERS	MEDIUM USERS	HEAVY USERS
1. Cleanliness	1. Tastiness of the food	1. Cleanliness	1. Cleanliness
2. Tastiness of the food	2. Cleanliness	2. Tastiness of the food	2. Appropriate temperature of the food
3. Cleanliness of the bathrooms	3. Cleanliness of the bathrooms	3. Food cooked the way you asked for it	3. Tastiness of the food
4. Food cooked the way you asked for it	4. Food cooked the way you asked for it	4. Cleanliness of the bathrooms	4. Food cooked the way you asked for it
5. Appropriate temperature of the food	5. Pleasing appearance of the food	5. Appropriate temperature of the food	5. Cleanliness of the bathrooms
6. Freshness of raw ingredients	6. Appropriate temperature of the food	6. Pleasing appearance of the food	6. Pleasing appearance of the food
7. Pleasing appearance of the food	7. Freshness of raw ingredients	7. Freshness of raw ingredients	7. Freshness of raw ingredients
8. Comfortable room temperature	8. Comfortable seating	8. Comfortable room temperature	8. Comfortable room temperature
9. Comfortable seating	9. Comfortable room temperature	9. Comfortable seating	9. Comfortable seating
10. Restaurant employees who greet you with a smile	10. Food garnished the way you asked for it	10. Restaurant employees who greet you with a smile	10. Restaurant employees who greet you with a smile
11. Food garnished the way you asked for it	11. Quiet eating atmosphere	11. Food garnished the way you asked for it	11. Quiet eating atmosphere
12. Quiet eating atmosphere	12. Restaurant employees who greet you with a smile	12. Quiet eating atmosphere	12. Restaurant employees who ask if you want anything else
13. Restaurant employees who ask if you want anything else	13. Restaurant employees who ask if you want anything else	13. Restaurant employees who ask if your meal was all right	13. Food garnished the way you asked for it
14. Restaurant employees who ask if your meal was all right	14. Attractive room decorations	14. Restaurant employees who ask if you want anything else	14. Attractive room decorations
15. Variety of menu choices	15. Variety of menu choices	15. Variety of menu choices	15. Restaurant employees who ask if your meal was all right
16. Attractive room decorations	16. Restaurant employees who ask if your meal was all right	16. Attractive room decorations	16. Variety of menu choices
17. No wait to be seated or served	17. No wait to be seated or served	17. No wait to be seated or served	17. Quickness of food delivery
18. Quickness of food delivery	18. Quickness of food delivery	18. Restaurant employees who tell you when your order will be ready	18. No wait to be seated or served
19. Restaurant employees who tell you when your order will be ready	19. Restaurant employees who tell you when your order will be ready	19. Quickness of food delivery	19. Restaurant employees who tell you when your order will be ready
20. Restaurant employees who wear a name tag	20. Restaurant employees who wear a name tag	20. Restaurant employees who wear a name tag	20. Restaurant employees who wear a name tag

TABLE II-10

OVERALL RANKING OF EXPECTATIONS AT ATMOSPHERE RESTAURANTS
BY REASON FOR EATING OUT

CONVENIENCE	CELEBRATION	ENJOYMENT
1. Cleanliness	1. Tastiness of the food	1. Cleanliness
2. Tastiness of the food	2. Cleanliness	2. Cleanliness of the bathrooms
3. Food cooked the way you asked for it	3. Appropriate temperature of the food	3. Tastiness of the food
4. Cleanliness of the bathrooms	4. Pleasing appearance of the food	4. Food cooked the way you asked for it
5. Freshness of raw ingredients	5. Food cooked the way you asked for it	5. Appropriate temperature of the food
6. Appropriate temperature of the food	6. Freshness of raw ingredients	6. Pleasing appearance of the food
7. Comfortable room temperature	7. Cleanliness of the bathrooms	7. Freshness of raw ingredients
8. Pleasing appearance of the food	8. Comfortable room temperature	8. Comfortable seating
9. Comfortable seating	9. Comfortable seating	9. Comfortable room temperature
10. Restaurant employees who ask if you want anything else	10. Food garnished the way you asked for it	10. Restaurant employees who greet you with a smile
11. Food garnished the way you asked for it	11. Quiet eating atmosphere	11. Quiet eating atmosphere
12. Restaurant employees who greet you with a smile	12. Variety of menu choices	12. Food garnished the way you asked for it
13. Quiet eating atmosphere	13. Restaurant employees who greet you with a smile	13. Restaurant employees who ask if you want anything else
14. Variety of menu choices	14. Attractive room decorations	14. Restaurant employees who ask if your meal was all right
15. Restaurant employees who ask if your meal was all right	15. Restaurant employees who ask if your meal was all right	15. Attractive room decorations
16. Attractive room decorations	16. Restaurant employees who ask if you want anything else	16. Variety of menu choices
17. Quickness of food delivery	17. No wait to be seated or served	17. No wait to be seated or served
18. Restaurant employees who tell you when your order will be ready	18. Quickness of food delivery	18. Quickness of food delivery
19. No wait to be seated or served	19. Restaurant employees who tell you when your order will be ready	19. Restaurant employees who tell you when your order will be ready
20. Restaurant employees who wear a name tag	20. Restaurant employees who wear a name tag	20. Restaurant employees who wear a name tag

TABLE II-11

EXPECTATIONS WHEN DINING AT ATMOSPHERE RESTAURANTS
BY USAGE OF ATMOSPHERE RESTAURANTS

	ALL ATMOSPHERE PATRONS		LIGHT USERS		MEDIUM USERS		HEAVY USERS	
	MEAN VALUE	% SAYING VERY MUCH	MEAN VALUE	% SAYING VERY MUCH	MEAN VALUE	% SAYING VERY MUCH	MEAN VALUE	% SAYING VERY MUCH
FOOD EXPECTATIONS								
Appropriate temperature of the food	4.78	80.4%	4.77	80.4%	4.75	77.9%	4.86	87.4%
Pleasing appearance of the food	4.74	78.0%	4.79	80.4%	4.72	76.7%	4.75	77.4%
Tastiness of the food	4.85	86.8%	4.88	89.5%	4.82	85.6%	4.84	85.3%
Variety of menu choices	4.36	50.8%	4.37	49.8%	4.32	49.3%	4.42	56.6%
Freshness of raw ingredients	4.74	78.9%	4.74	79.6%	4.71	77.9%	4.81	80.6%
Food cooked the way you asked for it	4.81	84.2%	4.81	83.4%	4.80	84.3%	4.83	85.3%
Food garnished the way you asked for it	4.48	63.8%	4.54	65.9%	4.45	63.4%	4.45	60.8%
SERVICE EXPECTATIONS								
No wait to be seated or served	3.83	30.7%	3.94	33.5%	3.80	30.5%	3.71	26.2%
Restaurant employees who greet you with a smile	4.50	61.9%	4.49	63.0%	4.46	58.4%	4.63	69.7%
Restaurant employees who wear a name tag	2.82	18.8%	2.89	19.5%	2.79	18.3%	2.79	18.4%
Quickness of food delivery	3.78	29.7%	3.83	30.6%	3.71	28.4%	3.90	30.9%
Restaurant employees who ask if you want anything else	4.42	58.2%	4.42	58.6%	4.38	55.1%	4.51	66.5%
Restaurant employees who tell you when your order will be ready	3.72	32.6%	3.73	32.0%	3.75	31.8%	3.59	35.1%
Restaurant employees who ask if your meal was all right	4.38	55.0%	4.34	54.8%	4.39	54.4%	4.44	56.5%

TABLE II-11 (continued)

ATMOSPHERE EXPECTATIONS	ALL ATMOSPHERE PATRONS MEAN VALUE	ALL ATMOSPHERE PATRONS % SAYING VERY MUCH	LIGHT USERS MEAN VALUE	LIGHT USERS % SAYING VERY MUCH	MEDIUM USERS MEAN VALUE	MEDIUM USERS % SAYING VERY MUCH	HEAVY USERS MEAN VALUE	HEAVY USERS % SAYING VERY MUCH
Comfortable room temperature	4.61	69.3%	4.59	67.3%	4.60	68.8%	4.67	73.8%
Attractive room decorations	4.35	53.2%	4.41	56.2%	4.27	49.3%	4.45	58.7%
Cleanliness	4.89	89.4%	4.88	89.2%	4.89	89.9%	4.88	88.5%
Cleanliness of the bathrooms	4.81	84.8%	4.86	88.9%	4.78	82.8%	4.81	83.2%
Comfortable seating	4.59	64.8%	4.64	68.8%	4.54	61.1%	4.63	68.1%
Quiet eating atmosphere	4.47	58.6%	4.52	59.4%	4.43	57.6%	4.52	60.7%

TABLE II-12

EXPECTATIONS WHEN DINING AT ATMOSPHERE RESTAURANTS
BY REASON FOR EATING OUT

	MEAN VALUE	% EATING VERY MUCH	MEAN VALUE	% EATING VERY MUCH	MEAN VALUE	% EATING VERY MUCH
FOOD EXPECTATIONS						
Appropriate temperature of the food	x.79	82.6%	x.81	81.7%	x.74	77.4%
Pleasing appearance of the food	x.71	73.8%	x.81	80.6%	x.73	76.8%
Tastiness of the food	x.89	91.3%	x.87	91.1%	x.83	85.3%
Variety of menu choices	x.59	68.4%	x.62	71.8%	x.51	56.6%
Freshness of raw ingredients	x.83	86.3%	x.76	81.2%	x.69	74.1%
Food cooked the way you asked for it	x.89	91.3%	x.80	84.1%	x.76	81.3%
Food garnished the way you asked for it	x.62	64.6%	x.57	60.8%	x.47	47.4%
SERVICE EXPECTATIONS						
No wait to be seated or served	3.83	91.5%	3.78	88.2%	3.86	91.7%
Restaurant employees who greet you with a smile	x.61	58.6%	x.62	55.8%	x.56	47.4%
Restaurant employees who wear a name tag	2.57	13.5%	2.82	18.7%	3.01	29.3%
Quickness of food delivery	3.84	84.8%	3.71	78.1%	3.77	80.2%
Restaurant employees who ask if you want anything else	x.71	67.1%	x.74	66.6%	x.63	49.4%
Restaurant employees who tell you when your order will be ready	3.84	88.2%	3.71	78.6%	3.74	84.3%
Restaurant employees who ask if your meal was all right	x.76	77.6%	x.80	68.2%	x.63	56.3%
ATMOSPHERE EXPECTATIONS						
Comfortable room temperature	x.73	77.9%	x.81	84.2%	x.69	68.7%
Attractive room decorations	x.74	69.6%	x.76	67.7%	x.70	56.2%
Cleanliness	x.84	85.3%	x.87	87.3%	x.87	88.2%
Cleanliness of the bathrooms	x.82	87.6%	x.73	77.6%	x.83	85.3%
Comfortable seating	x.77	83.7%	x.78	83.8%	x.73	66.2%
Quiet eating atmosphere	x.83	82.2%	x.74	78.6%	x.73	69.2%

TABLE II-13

EXPECTATIONS ABOUT THE APPROPRIATE TEMPERATURE OF THE FOOD BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

(1) 1 (VERY LITTLE) (2) 2
(3) 3 (4) 4
(5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
(COVERAGE RESULTS)	0.2	0.0	2.3	17.2	80.4
SEX					
MALE : (77):	0.0	0.0	5.6	21.0	73.4
(AGE = 6.72 SIG LOWER ***)					
FEMALE : (92):	0.3	0.0	1.0	13.7	84.9
(AGE = 6.83 SIG HIGHER ***)					
(NO-SQUARE IS NOT APPLICABLE					
FAMILY COMPOSITION					
FAM.= CHLD UNDER 12 : (78):	0.0	0.0	0.9	19.2	80.0
(AGE = 6.80 NO SIG DIFF *					
FAM.= CHLD 12 - 17 : (61):	0.0	0.0	5.1	18.6	76.4
(AGE = 6.71 NO SIG DIFF *					
MARRIED: NO CHILD : (68):	0.0	0.0	3.1	16.0	80.9
(AGE = 6.78 NO SIG DIFF *					
SINGLE : (48):	0.9	0.0	2.6	15.7	81.0
(AGE = 6.74 NO SIG DIFF *					
(NO-SQUARE IS NOT APPLICABLE					
WHO WORK ON FULL HOURS					
WORKING : (96):	0.0	0.0	2.8	17.9	79.3
(AGE = 6.77 NO SIG DIFF *					
NOT WORKING : (48):	0.0	0.0	1.2	18.1	80.7
(AGE = 6.74 NO SIG DIFF *					
(NO-SQUARE IS NOT APPLICABLE					
NO. OF WAGE EARNERS:					
NONE : (56):	2.6	0.0	3.0	22.0	78.3
(AGE = 6.78 NO SIG DIFF *					
ONE : (69):	0.5	0.0	2.3	16.3	81.0
(AGE = 6.79 NO SIG DIFF *					
TWO+ : (80):	0.0	0.0	2.5	18.1	79.4
(AGE = 6.77 NO SIG DIFF *					
(NO-SQUARE IS NOT APPLICABLE					
INCOME -1					
- $15K : (67):	1.9	0.0	3.3	16.4	80.3
(AGE = 6.72 NO SIG DIFF *					
$15K - $25K : (71):	0.0	0.0	2.7	16.7	81.6
(AGE = 6.78 NO SIG DIFF *					
$25K - $35K : (71):	0.0	0.0	0.7	24.3	75.0
(AGE = 6.76 NO SIG DIFF *					
$35K+ : (87):	0.0	0.0	1.0	14.6	83.4
(AGE = 6.82 SIG HIGHER *)					
(NO-SQUARE IS NOT APPLICABLE					
AGE					
18 - 24 : (56):	0.0	0.0	2.2	21.4	75.4
(AGE = 6.72 NO SIG DIFF *					
25 - 29 : (86):	2.0	0.0	0.6	13.0	84.3
(AGE = 6.86 SIG HIGHER ***)					
30 - 44 : (69):	0.0	0.0	3.5	24.0	72.5
(AGE = 6.72 SIG LOWER *					
45 - 54 : (74):	0.0	0.0	1.6	11.7	86.6
(AGE = 6.85 SIG HIGHER *					
55 - 64 : (82):	1.8	0.0	1.8	18.4	78.1
(AGE = 6.71 NO SIG DIFF *					
65 AND OLDER : (81):	0.0	0.0	6.5	21.5	72.0
(AGE = 6.66 SIG LOWER *					
REFUSED (NA): : ():	0.0	0.0	0.0	0.0	100.0
(AGE = 5.00 T-TEST IS N/A)					
(NO-SQUARE IS NOT APPLICABLE					
HOUSEHOLD SIZE					
ONE : (61):	0.0	0.0	3.5	17.3	79.3
(AGE = 6.74 NO SIG DIFF *					
TWO : (72):	0.6	0.0	2.9	14.6	81.9
(AGE = 6.76 NO SIG DIFF *					
THREE : (79):	0.0	0.0	1.7	13.7	84.6
(AGE = 6.85 SIG HIGHER *					
FOUR+ : (87):	0.0	0.0	0.0	19.6	78.4
(AGE = 6.76 NO SIG DIFF *					
(NO-SQUARE IS NOT APPLICABLE					

TABLE II-14

EXPECTATIONS ABOUT THE PLEASING APPEARANCE OF THE FOOD BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	0.2	0.4	2.3	19.2	78.0
SEX					
MALE < 277>	0.0	0.4	3.2	25.3	71.1
(AVG = 4.67 SIG LOWER ***)					
FEMALE < 302>	0.3	0.3	1.4	13.5	84.4
(AVG = 4.81 SIG HIGHR ***)					
CHI-SQUARE IS NOT APPLICABLE					
FAMILY COMPOSITION					
FMLY. CHLD UNDER 13 < 198>	0.0	0.0	0.5	21.4	78.1
(AVG = 4.78 NO SIG DIFF)					
FMLY. CHLD 13 - 17 < 51>	0.0	2.1	2.1	19.3	76.6
(AVG = 4.70 NO SIG DIFF)					
MARRIED, NO CHILD < 168>	0.6	0.0	3.1	20.3	75.9
(AVG = 4.71 NO SIG DIFF)					
SINGLE < 160>	0.0	0.7	3.6	15.4	80.4
(AVG = 4.75 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
MAG MEN IN FMLY HSHOLD					
WORKING < 246>	0.0	0.4	2.1	21.3	76.2
(AVG = 4.73 NO SIG DIFF)					
NOT WORKING < 168>	0.6	0.0	1.2	20.2	77.9
(AVG = 4.75 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
NO. OF WAGE EARNERS/C					
NONE < 36>	2.9	0.0	0.0	22.0	75.0
(AVG = 4.66 NO SIG DIFF)					
ONE < 231>	0.0	0.5	3.2	15.2	81.2
(AVG = 4.77 NO SIG DIFF)					
TWO+ < 309>	0.0	0.3	1.9	21.7	76.1
(AVG = 4.74 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
INCOME /C					
- $15K < 63>	0.0	0.0	5.0	19.0	76.0
(AVG = 4.71 NO SIG DIFF)					
$15K - $25K < 171>	0.6	1.2	1.8	15.3	81.0
(AVG = 4.75 NO SIG DIFF)					
$25K - $35K < 151>	0.0	0.0	3.1	20.5	76.4
(AVG = 4.73 NO SIG DIFF)					
$35K+ < 147>	0.0	0.0	0.7	23.8	75.4
(AVG = 4.75 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
AGE					
18 - 24 < 98>	0.0	1.1	3.7	16.0	79.2
(AVG = 4.73 NO SIG DIFF)					
25 - 34 < 186>	0.0	0.0	2.3	18.3	79.4
(AVG = 4.77 NO SIG DIFF)					
35 - 44 < 106>	0.0	1.9	0.0	27.2	71.0
(AVG = 4.70 NO SIG DIFF)					
45 - 54 < 76>	0.0	0.0	1.4	13.0	84.7
(AVG = 4.83 SIG HIGHR *)					
55 - 64 < 60>	0.0	0.0	5.3	17.5	77.2
(AVG = 4.72 NO SIG DIFF)					
65 AND OLDER < 49>	2.2	0.0	2.2	23.7	72.0
(AVG = 4.63 SIG LOWER *)					
REFUSED (N/A) < 5>	0.0	0.0	0.0	0.0	100.0
(AVG = 5.00 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE					
HOUSEHOLD SIZE/C					
ONE < 91>	0.0	1.2	4.6	13.8	80.4
(AVG = 4.74 NO SIG DIFF)					
TWO < 173>	0.6	0.0	2.4	18.1	78.8
(AVG = 4.75 NO SIG DIFF)					
THREE < 126>	0.0	0.0	0.8	22.9	76.3
(AVG = 4.75 NO SIG DIFF)					
FOUR+ < 187>	0.0	0.6	2.0	20.4	77.0
(AVG = 4.74 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					

TABLE II-15

EXPECTATIONS ABOUT THE TASTINESS OF THE FOOD BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	0.2	0.0	1.6	11.4	86.8
SEX					
MALE < 277>	0.0	0.0	2.3	12.8	84.9
(AVG = 4.83 NO SIG DIFF)					
FEMALE < 302>	0.3	0.0	1.0	10.1	88.5
(AVG = 4.86 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
FAMILY COMPOSITION					
FMLY, CHLD UNDER 13 < 198>	0.0	0.0	1.1	10.0	88.9
(AVG = 4.88 NO SIG DIFF)					
FMLY, CHLD 13 - 17 < 91>	0.0	0.0	4.1	7.1	88.8
(AVG = 4.85 NO SIG DIFF)					
MARRIED, NO CHILD < 168>	0.6	0.0	1.9	15.0	82.5
(AVG = 4.79 SIG LOWER **)					
SINGLE < 160>	0.0	0.0	1.3	10.1	88.5
(AVG = 4.87 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
WKG WMN IN FMLY HSHOLD					
WORKING < 246>	0.4	0.0	2.1	11.3	86.1
(AVG = 4.83 NO SIG DIFF)					
NOT WORKING < 168>	0.0	0.0	1.2	12.5	86.3
(AVG = 4.85 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
NO. OF WAGE EARNERS/C					
NONE < 36>	0.0	0.0	0.0	16.1	83.9
(AVG = 4.84 NO SIG DIFF)					
ONE < 231>	0.0	0.0	1.4	10.7	88.0
(AVG = 4.87 NO SIG DIFF)					
TWO+ < 309>	0.3	0.0	2.0	11.2	86.4
(AVG = 4.83 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
INCOME /C					
- $15K < 63>	1.7	0.0	1.7	9.9	86.8
(AVG = 4.80 NO SIG DIFF)					
$15K - $25K < 171>	0.0	0.0	1.8	11.6	86.5
(AVG = 4.85 NO SIG DIFF)					
$25K - $35K < 151>	0.0	0.0	2.1	10.8	87.1
(AVG = 4.85 NO SIG DIFF)					
$35K+ < 147>	0.0	0.0	0.7	10.7	88.6
(AVG = 4.88 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
AGE					
18 - 24 < 98>	0.0	0.0	3.2	11.2	85.5
(AVG = 4.82 NO SIG DIFF)					
25 - 34 < 186>	0.6	0.0	0.0	8.7	90.7
(AVG = 4.89 SIG HIGHR +)					
35 - 44 < 106>	0.0	0.0	3.0	15.9	81.1
(AVG = 4.78 SIG LOWER -)					
45 - 54 < 76>	0.0	0.0	1.4	6.2	92.4
(AVG = 4.91 SIG HIGHR +)					
55 - 64 < 60>	0.0	0.0	0.0	13.1	86.9
(AVG = 4.87 NO SIG DIFF)					
65 AND OLDER < 49>	0.0	0.0	4.3	17.2	78.5
(AVG = 4.74 SIG LOWER -)					
REFUSED (N/A) < 5>	0.0	0.0	0.0	20.0	80.0
(AVG = 4.80 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE					
HOUSEHOLD SIZE/C					
ONE < 91>	0.0	0.0	2.3	10.4	87.3
(AVG = 4.85 NO SIG DIFF)					
TWO < 173>	0.0	0.0	0.6	14.5	84.9
(AVG = 4.84 NO SIG DIFF)					
THREE < 126>	0.0	0.0	2.5	6.2	91.4
(AVG = 4.89 NO SIG DIFF)					
FOUR+ < 187>	0.6	0.0	1.7	12.1	85.7
(AVG = 4.82 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					

TABLE II-16

EXPECTATIONS ABOUT A VARIETY OF MENU CHOICES BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	0.5	1.4	10.9	36.3	50.8
SEX					
MALE < 277>	0.0	2.5	11.9	43.0	42.7
(AVG = 4.26 SIG LOWER ***)					
FEMALE < 302>	1.0	0.3	10.1	30.2	58.4
(AVG = 4.44 SIG HIGHR ***)					
CHI-SQUARE IS NOT APPLICABLE					
FAMILY COMPOSITION					
FMLY, CHLD UNDER 13 < 198>	0.5	0.8	10.6	38.5	49.5
(AVG = 4.36 NO SIG DIFF)					
FMLY, CHLD 13 - 17 < 51>	2.1	0.0	4.1	33.5	60.4
(AVG = 4.50 SIG HIGHR +)					
MARRIED, NO CHILD < 168>	0.6	3.8	14.7	34.3	46.6
(AVG = 4.22 SIG LOWER ***)					
SINGLE < 160>	0.0	0.0	9.8	35.9	54.3
(AVG = 4.45 SIG HIGHR *)					
CHI-SQUARE IS NOT APPLICABLE					
WKG WMN IN FMLY HSHOLD					
WORKING < 246>	0.4	1.3	10.9	36.8	50.7
(AVG = 4.36 NO SIG DIFF)					
NOT WORKING < 168>	1.2	2.8	12.5	35.5	48.0
(AVG = 4.26 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
NO. OF WAGE EARNERS/C					
NONE < 36>	2.9	0.0	5.9	33.8	57.4
(AVG = 4.43 NO SIG DIFF)					
ONE < 231>	0.5	1.6	11.6	37.4	49.0
(AVG = 4.33 NO SIG DIFF)					
TWO+ < 309>	0.3	1.4	10.8	35.5	52.0
(AVG = 4.37 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					
INCOME /C					
- $15K < 63>	0.0	0.0	8.3	25.6	66.1
(AVG = 4.58 SIG HIGHR **)					
$15K - $25K < 171>	0.6	0.6	8.3	33.6	56.9
(AVG = 4.46 SIG HIGHR **)					
$25K - $35K < 151>	0.7	3.1	10.1	40.6	45.5
(AVG = 4.27 SIG LOWER +)					
$35K+ < 147>	0.7	1.4	16.8	39.1	42.0
(AVG = 4.20 SIG LOWER ***)					
CHI-SQUARE IS NOT APPLICABLE					
AGE					
18 - 24 < 98>	0.0	0.0	9.1	34.6	56.3
(AVG = 4.47 SIG HIGHR +)					
25 - 34 < 186>	0.0	1.1	11.5	36.4	51.0
(AVG = 4.37 NO SIG DIFF)					
35 - 44 < 106>	2.0	1.5	14.4	44.5	37.6
(AVG = 4.14 SIG LOWER ***)					
45 - 54 < 76>	0.0	2.8	6.9	29.6	60.8
(AVG = 4.48 SIG HIGHR +)					
55 - 64 < 60>	0.0	1.8	14.1	27.1	57.1
(AVG = 4.39 NO SIG DIFF)					
65 AND OLDER < 49>	2.2	2.2	8.6	40.9	46.2
(AVG = 4.27 NO SIG DIFF)					
REFUSED (N/A) < 5>	0.0	0.0	0.0	60.0	40.0
(AVG = 4.40 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE					
HOUSEHOLD SIZE/C					
ONE < 91>	0.0	0.0	13.2	33.3	53.5
(AVG = 4.40 NO SIG DIFF)					
TWO < 173>	0.6	1.2	13.3	35.6	49.3
(AVG = 4.32 NO SIG DIFF)					
THREE < 126>	0.0	1.7	12.1	36.2	50.0
(AVG = 4.35 NO SIG DIFF)					
FOUR+ < 187>	1.1	2.0	7.0	38.3	51.6
(AVG = 4.37 NO SIG DIFF)					
CHI-SQUARE IS NOT APPLICABLE					

TABLE II-17

EXPECTATIONS ABOUT THE FRESHNESS OF RAW INGREDIENTS BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH) 6) DON'T KNOW

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	0.4	0.4	3.6	16.5	78.9	0.2
SEX						
MALE < 277>	0.8	0.4	4.3	19.0	75.1	0.4
(AVG = 4.68 SIG.LOWER **)						
FEMALE < 302>	0.0	0.3	3.0	14.2	82.5	0.0
(AVG = 4.79 SIG.HIGHR **)						
CHI-SQUARE IS NOT APPLICABLE.						
FAMILY COMPOSITION						
FMLY, CHLD UNDER 13 < 198>	0.5	0.0	2.9	14.8	81.8	0.0
(AVG = 4.77 NO SIG.DIFF)						
FMLY, CHLD 13 - 17 < 51>	2.1	2.1	5.1	21.4	69.4	0.0
(AVG = 4.54 SIG.LOWER **)						
MARRIED, NO CHILD < 168>	0.0	0.0	6.3	19.7	73.4	0.6
(AVG = 4.68 SIG.LOWER +)						
SINGLE < 160>	0.0	0.7	1.3	14.1	84.0	0.0
(AVG = 4.81 SIG.HIGHR **)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG WMN IN FMLY HSHOLD						
WORKING < 246>	0.4	0.4	4.5	18.3	76.4	0.0
(AVG = 4.70 NO SIG.DIFF)						
NOT WORKING < 168>	0.6	0.0	4.7	16.2	77.9	0.6
(AVG = 4.72 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
NO. OF WAGE EARNERS/C						
NONE < 36>	0.0	0.0	5.9	16.1	78.0	0.0
(AVG = 4.72 NO SIG.DIFF)						
ONE < 231>	0.5	0.5	1.6	13.8	83.2	0.5
(AVG = 4.80 SIG.HIGHR *)						
TWO+ < 309>	0.3	0.3	4.6	18.4	76.3	0.0
(AVG = 4.70 SIG.LOWER *)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 63>	1.7	3.3	3.3	14.9	76.8	0.0
(AVG = 4.62 SIG.LOWER *)						
$15K - $25K < 171>	0.0	0.0	3.7	14.7	81.6	0.0
(AVG = 4.78 NO SIG.DIFF)						
$25K - $35K < 151>	0.0	0.0	4.9	19.1	75.3	0.7
(AVG = 4.71 NO SIG.DIFF)						
$35K+ < 147>	0.7	0.0	2.1	16.0	81.2	0.0
(AVG = 4.77 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 98>	0.0	1.1	4.3	20.3	74.3	0.0
(AVG = 4.68 NO SIG.DIFF)						
25 - 34 < 196>	0.6	0.0	2.3	14.9	82.2	0.0
(AVG = 4.78 SIG.HIGHR +)						
35 - 44 < 106>	1.0	1.0	4.4	15.8	77.8	0.0
(AVG = 4.68 NO SIG.DIFF)						
45 - 54 < 76>	0.0	0.0	3.4	15.2	81.4	0.0
(AVG = 4.78 NO SIG.DIFF)						
55 - 64 < 60>	0.0	0.0	3.5	10.5	84.3	1.8
(AVG = 4.82 NO SIG.DIFF)						
65 AND OLDER < 49>	0.0	0.0	6.5	25.8	67.7	0.0
(AVG = 4.61 SIG.LOWER +)						
REFUSED (N/A) < 5>	0.0	0.0	0.0	20.0	80.0	0.0
(AVG = 4.80 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 91>	0.0	1.2	0.0	13.8	85.0	0.0
(AVG = 4.83 SIG.HIGHR *)						
TWO < 173>	0.0	0.0	4.8	21.5	73.1	0.6
(AVG = 4.69 SIG.LOWER +)						
THREE < 126>	0.8	0.8	2.9	14.1	81.3	0.0
(AVG = 4.74 NO SIG.DIFF)						
FOUR+ < 187>	0.6	0.0	4.8	15.1	79.6	0.0
(AVG = 4.73 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE						

TABLE II-18

EXPECTATIONS ABOUT FOOD BEING COOKED THE WAY IT WAS ASKED BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	0.2	0.2	2.5	12.9	84.2
SEX					
MALE < 277>	0.0	0.4	3.4	13.0	83.2
(AVG. = 4.79 NO SIG. DIFF)					
FEMALE < 302>	0.3	0.0	1.7	12.8	85.1
(AVG. = 4.82 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
FAMILY COMPOSITION					
FMLY, CHLD UNDER 13 < 198>	0.0	0.0	2.6	11.6	85.8
(AVG. = 4.83 NO SIG. DIFF)					
FMLY, CHLD 13 - 17 < 51>	0.0	0.0	4.1	10.2	85.7
(AVG. = 4.82 NO SIG. DIFF)					
MARRIED, NO CHILD < 168>	0.6	0.6	1.9	11.9	85.0
(AVG. = 4.80 NO SIG. DIFF)					
SINGLE < 160>	0.0	0.0	2.6	16.7	80.7
(AVG. = 4.78 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
WKG WMN IN FMLY HSHOLD					
WORKING < 246>	0.4	0.4	3.4	11.9	83.9
(AVG. = 4.78 SIG LOWER +)					
NOT WORKING < 168>	0.0	0.0	1.2	11.2	87.5
(AVG. = 4.86 SIG.HIGHR +)					
CHI-SQUARE IS NOT APPLICABLE.					
NO. OF WAGE EARNERS/C					
NONE < 36>	0.0	0.0	2.9	8.8	88.2
(AVG. = 4.85 NO SIG. DIFF)					
ONE < 231>	0.0	0.0	1.4	11.6	87.1
(AVG. = 4.86 SIG.HIGHR **)					
TWO+ < 309>	0.3	0.3	3.4	14.2	81.8
(AVG. = 4.77 SIG.LOWER **)					
CHI-SQUARE IS NOT APPLICABLE.					
INCOME /C					
- $15K < 63>	1.7	0.0	1.7	16.5	80.1
(AVG. = 4.74 NO SIG. DIFF)					
$15K - $25K < 171>	0.0	0.0	4.3	13.8	82.0
(AVG. = 4.78 NO SIG. DIFF)					
$25K - $35K < 151>	0.0	0.7	0.7	12.8	85.8
(AVG. = 4.84 NO SIG. DIFF)					
$35K+ < 147>	0.0	0.0	3.6	11.0	85.5
(AVG. = 4.82 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 98>	0.0	0.0	4.3	18.8	77.0
(AVG. = 4.73 SIG LOWER *)					
25 - 34 < 186>	0.6	0.0	1.7	11.2	86.5
(AVG. = 4.83 NO SIG. DIFF)					
35 - 44 < 106>	0.0	0.0	3.0	15.3	81.7
(AVG. = 4.79 NO SIG. DIFF)					
45 - 54 < 76>	0.0	1.4	1.4	8.9	88.3
(AVG = 4.84 NO SIG. DIFF)					
55 - 64 < 60>	0.0	0.0	3.5	8.8	87.7
(AVG. = 4.84 NO SIG. DIFF)					
65 AND OLDER < 49>	0.0	0.0	2.2	15.1	82.8
(AVG. = 4.81 NO SIG. DIFF)					
REFUSED (N/A) < 5>	0.0	0.0	0.0	0.0	100.0
(AVG = 5.00 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE.					
HOUSEHOLD SIZE/C					
ONE < 91>	0.0	0.0	2.3	13.2	84.5
(AVG. = 4.82 NO SIG DIFF)					
TWO < 173>	0.0	0.0	1.2	13.3	85.5
(AVG = 4.84 NO SIG DIFF)					
THREE < 126>	0.0	0.0	4.2	14.6	81.3
(AVG = 4.77 NO SIG DIFF)					
FOUR+ < 187>	0.6	0.6	2.8	10.9	85.2
(AVG = 4.80 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					

TABLE II-19

EXPECTATIONS ABOUT FOOD BEING GARNISHED THE WAY IT WAS ASKED BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH) 6) DON'T KNOW

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	0.5	1.7	11.4	22.0	63.8	0.5
SEX						
MALE < 277>	0.0	1.7	15.5	22.8	59.6	0.4
(AVG. = 4.41 SIG. LOWER *)						
FEMALE < 302>	1.0	1.7	7.6	21.3	67.6	0.7
(AVG. = 4.54 SIG. HIGHR *)						
CHI-SQUARE IS NOT APPLICABLE.						
FAMILY COMPOSITION						
FMLY, CHLD UNDER 13 < 198>	0.0	0.8	12.1	17.4	69.7	0.0
(AVG. = 4.56 SIG. HIGHR *)						
FMLY, CHLD 13 - 17 < 51>	0.0	2.1	11.2	29.6	57.1	0.0
(AVG. = 4.42 NO SIG. DIFF)						
MARRIED, NO CHILD < 168>	1.3	2.5	11.9	20.6	62.6	1.3
(AVG. = 4.42 NO SIG. DIFF)						
SINGLE < 160>	0.7	2.0	9.5	27.1	60.1	0.7
(AVG. = 4.45 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG WMN IN FMLY HSHOLD						
WORKING < 246>	0.4	1.9	12.1	19.5	65.6	0.4
(AVG. = 4.49 NO SIG. DIFF)						
NOT WORKING < 168>	0.6	1.2	11.8	20.8	64.8	0.6
(AVG. = 4.49 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
NO. OF WAGE EARNERS/C						
NONE < 36>	5.9	8.8	5.9	16.1	57.4	5.9
(AVG. = 4.17 SIG. LOWER **)						
ONE < 231>	0.0	0.0	10.4	24.5	65.1	0.0
(AVG. = 4.55 SIG. HIGHR *)						
TWO+ < 309>	0.3	2.2	12.8	21.1	63.2	0.3
(AVG = 4.45 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 63>	1.7	0.0	15.7	26.5	54.5	1.7
(AVG. = 4.34 SIG. LOWER *)						
$15K - $25K < 171>	1.2	3.1	10.1	16.5	68.5	0.6
(AVG. = 4.49 NO SIG. DIFF)						
$25K - $35K < 151>	0.0	0.7	10.0	24.6	63.9	0.7
(AVG = 4.53 NO SIG. DIFF)						
$35K+ < 147>	0.0	1.8	13.2	24.1	60.9	0.0
(AVG = 4.44 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 98>	1.1	1.1	18.8	23.0	56.1	0.0
(AVG. = 4.32 SIG. LOWER **)						
25 - 34 < 186>	0.0	1.1	9.0	18.0	71.9	0.0
(AVG. = 4.61 SIG. HIGHR ***)						
35 - 44 < 106>	0.0	2.5	11.9	27.2	58.5	0.0
(AVG. = 4.42 NO SIG. DIFF)						
45 - 54 < 76>	1.4	0.0	5.5	26.1	65.6	1.4
(AVG. = 4.57 NO SIG. DIFF)						
55 - 64 < 60>	0.0	1.8	9.6	22.8	65.9	0.0
(AVG. = 4.53 NO SIG. DIFF)						
65 AND OLDER < 49>	2.2	6.5	15.0	15.1	57.0	4.3
(AVG. = 4.24 SIG. LOWER **)						
REFUSED (N/A) < 5>	0.0	0.0	20.0	40.0	40.0	0.0
(AVG = 4.20 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 91>	0.0	1.2	7.5	28.2	62.1	1.2
(AVG. = 4.53 NO SIG. DIFF)						
TWO < 173>	1.8	2.4	12.1	21.1	62.0	0.6
(AVG. = 4.40 SIG. LOWER *)						
THREE < 126>	0.0	0.0	12.1	25.4	62.5	0.0
(AVG. = 4.50 NO SIG. DIFF)						
FOUR+ < 187>	0.0	2.5	12.3	17.9	66.7	0.6
(AVG. = 4.50 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						

TABLE II-20

EXPECTATIONS ABOUT NO WAIT TO BE SEATED OR SERVED BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH) 6) DON'T KNOW

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	1.4	6.7	30.6	30.6	30.7	0.2
SEX						
MALE < 277>	1.5	8.5	32.1	28.1	29.4	0.4
(AVG.= 3.76 SIG.LOWER +)						
FEMALE < 302>	1.2	5.0	29.2	32.8	31.8	0.0
(AVG.= 3.89 SIG.HIGHR +)						
CHISQ= 4.37 W/ 4 D.F.						
FAMILY COMPOSITION						
FMLY, CHLD UNDER 13 < 198>	1.1	6.3	27.4	33.8	30.9	0.5
(AVG.= 3.88 NO SIG.DIFF)						
FMLY, CHLD 13 - 17 < 91>	0.0	3.0	29.6	30.7	36.7	0.0
(AVG.= 4.01 SIG.HIGHR +)						
MARRIED, NO CHILD < 168>	1.9	8.8	30.6	30.9	27.8	0.0
(AVG.= 3.74 SIG.LOWER +)						
SINGLE < 160>	1.6	6.2	34.3	26.2	31.7	0.0
(AVG.= 3.80 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG MMN IN FMLY HSHOLD						
WORKING < 246>	1.3	8.5	29.6	30.0	30.6	0.0
(AVG.= 3.80 NO SIG.DIFF)						
NOT WORKING < 168>	1.2	4.7	28.7	34.9	29.9	0.6
(AVG.= 3.88 NO SIG.DIFF)						
CHISQ= 2.92 W/ 4 D.F.						
NO. OF WAGE EARNERS/C						
NONE < 36>	5.9	2.9	23.6	17.5	50.1	0.0
(AVG.= 4.03 SIG.HIGHR +)						
ONE < 231>	1.1	3.6	33.4	30.4	31.1	0.5
(AVG.= 3.87 NO SIG.DIFF)						
TWO+ < 309>	1.0	9.5	29.6	31.8	28.1	0.0
(AVG.= 3.76 SIG.LOWER +)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 63>	2.4	2.4	31.4	25.6	38.1	0.0
(AVG.= 3.94 NO SIG.DIFF)						
$15K - $25K < 171>	1.8	6.4	28.1	34.0	29.0	0.6
(AVG.= 3.82 NO SIG.DIFF)						
$25K - $35K < 151>	2.1	6.9	27.1	34.4	29.5	0.0
(AVG.= 3.82 NO SIG.DIFF)						
$35K+ < 147>	0.0	9.3	35.3	26.3	29.2	0.0
(AVG.= 3.75 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 98>	1.1	9.6	29.4	29.4	30.5	0.0
(AVG.= 3.79 NO SIG.DIFF)						
25 - 34 < 186>	1.1	9.0	32.1	25.9	31.8	0.0
(AVG.= 3.78 NO SIG.DIFF)						
35 - 44 < 106>	1.0	2.9	34.2	36.6	25.2	0.0
(AVG.= 3.82 NO SIG.DIFF)						
45 - 54 < 76>	0.0	6.9	33.8	33.1	26.1	0.0
(AVG.= 3.78 NO SIG.DIFF)						
55 - 64 < 60>	1.8	1.8	26.3	29.8	38.7	1.8
(AVG.= 4.04 SIG.HIGHR +)						
65 AND OLDER < 49>	5.3	6.5	20.4	31.2	36.6	0.0
(AVG.= 3.87 NO SIG.DIFF)						
REFUSED (N/A) < 5>	0.0	0.0	20.0	60.0	20.0	0.0
(AVG.= 4.00 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 91>	2.9	3.5	38.5	23.3	29.9	0.0
(AVG.= 3.76 NO SIG.DIFF)						
TWO < 173>	1.2	9.4	28.7	29.9	30.8	0.0
(AVG.= 3.80 NO SIG.DIFF)						
THREE < 126>	0.0	5.8	30.8	31.3	31.3	0.8
(AVG.= 3.89 NO SIG.DIFF)						
FOUR+ < 187>	1.7	6.4	28.6	32.5	30.8	0.0
(AVG.= 3.84 NO SIG.DIFF)						
CHISQ= 10.28 W/ 12 D.F.						

TABLE II-21

EXPECTATIONS ABOUT BEING GREETED WITH A SMILE BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH) 6) DON'T KNOW

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	0.5	1.4	7.8	28.1	61.9	0.4
SEX						
MALE < 277>	0.8	2.3	8.7	30.9	57.0	0.4
(AVG. = 4.42 SIG. LOWER **)						
FEMALE < 302>	0.3	0.5	6.9	25.5	66.3	0.3
(AVG. = 4.58 SIG. HIGHR **)						
CHI-SQUARE IS NOT APPLICABLE.						
FAMILY COMPOSITION						
FMLY, CHLD UNDER 13 < 198>	1.1	1.8	6.8	27.5	62.8	0.0
(AVG. = 4.49 NO SIG. DIFF)						
FMLY, CHLD 13 - 17 < 51>	0.0	2.1	11.2	24.5	62.2	0.0
(AVG. = 4.47 NO SIG. DIFF)						
MARRIED, NO CHILD < 168>	0.6	1.3	5.6	29.4	61.9	1.3
(AVG. = 4.53 NO SIG. DIFF)						
SINGLE < 160>	0.0	0.7	9.5	28.7	61.1	0.0
(AVG. = 4.50 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG WMN IN FMLY HSHOLD						
WORKING < 246>	0.9	1.9	7.8	30.0	58.5	0.9
(AVG. = 4.45 SIG. LOWER *)						
NOT WORKING < 168>	0.6	1.2	5.6	24.6	67.9	0.0
(AVG. = 4.58 SIG. HIGHR *)						
CHI-SQUARE IS NOT APPLICABLE.						
NO. OF WAGE EARNERS/C						
NONE < 36>	0.0	2.9	5.9	23.6	67.6	0.0
(AVG. = 4.56 NO SIG. DIFF)						
ONE < 231>	0.5	0.5	5.6	26.8	66.7	0.0
(AVG. = 4.59 SIG. HIGHR **)						
TWO+ < 309>	0.7	1.9	9.6	29.9	57.2	0.7
(AVG. = 4.42 SIG. LOWER ***)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 63>	0.0	0.0	5.8	22.3	71.9	0.0
(AVG. = 4.66 SIG. HIGHR **)						
$15K - $25K < 171>	1.2	1.8	8.3	27.2	61.5	0.0
(AVG. = 4.46 NO SIG. DIFF)						
$25K - $35K < 151>	0.7	2.4	5.2	33.3	57.7	0.7
(AVG. = 4.46 NO SIG. DIFF)						
$35K+ < 147>	0.0	0.7	11.0	29.5	58.0	0.7
(AVG. = 4.46 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 98>	0.0	0.0	8.6	26.7	63.7	1.1
(AVG. = 4.56 NO SIG. DIFF)						
25 - 34 < 186>	1.1	2.3	6.7	30.4	59.4	0.0
(AVG. = 4.45 NO SIG. DIFF)						
35 - 44 < 106>	0.0	1.5	7.4	30.7	60.4	0.0
(AVG. = 4.50 NO SIG. DIFF)						
45 - 54 < 76>	0.0	0.0	4.8	35.2	58.6	1.4
(AVG. = 4.55 NO SIG. DIFF)						
55 - 64 < 60>	1.8	1.8	9.6	14.0	72.9	0.0
(AVG. = 4.54 NO SIG. DIFF)						
65 AND OLDER < 49>	0.0	2.2	11.8	25.8	60.2	0.0
(AVG. = 4.44 NO SIG. DIFF)						
REFUSED (N/A) < 5>	0.0	0.0	20.0	0.0	80.0	0.0
(AVG = 4.60 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 91>	0.0	0.0	9.8	31.0	59.2	0.0
(AVG. = 4.49 NO SIG. DIFF)						
TWO < 173>	0.6	1.8	4.2	28.7	63.5	1.2
(AVG. = 4.54 NO SIG. DIFF)						
THREE < 126>	0.8	0.4	10.8	28.7	59.2	0.0
(AVG. = 4.45 NO SIG. DIFF)						
FOUR+ < 187>	0.6	2.2	8.1	25.5	63.6	0.0
(AVG. = 4.49 NO SIG. DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						

TABLE II-22

EXPECTATIONS ABOUT EMPLOYEES WEARING NAME TAGS BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH) 6) DON'T KNOW

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %	
<AGGREGATE RESULTS>	26.3	15.9	25.6	13.2	18.8	0.2	
SEX							
MALE < 277>	29.6	15.7	26.8	12.4	15.1	0.4	
(AVG. = 2.68 SIG. LOWER **)							
FEMALE < 302>	23.2	16.1	24.5	13.9	22.2	0.0	
(AVG. = 2.96 SIG. HIGHR **)							
CHISQ= 6.71 W/ 4 D.F. IS SIGNIFICANT AT 84.79 %.							+
FAMILY COMPOSITION							
FMLY. CHLD UNDER 13 < 198>	24.0	14.5	26.2	16.6	18.7	0.0	
(AVG. = 2.92 NO SIG. DIFF)							
FMLY. CHLD 13 - 17 < 51>	20.4	8.2	31.5	24.5	15.3	0.0	
(AVG. = 3.06 NO SIG. DIFF)							
MARRIED, NO CHILD < 168>	29.7	18.4	22.8	9.7	18.8	0.6	
(AVG. = 2.69 SIG. LOWER +)							
SINGLE < 160>	26.8	17.6	26.2	9.1	20.3	0.0	
(AVG. = 2.78 NO SIG. DIFF)							
CHISQ= 16.95 W/ 12 D.F. IS SIGNIFICANT AT 84.84 %.							+
WKG WMN IN FMLY HSHOLD							
WORKING < 246>	23.1	14.5	29.2	13.4	19.8	0.0	
(AVG. = 2.92 SIG. HIGHR +)							
NOT WORKING < 168>	29.6	16.8	20.5	16.5	15.9	0.6	
(AVG. = 2.72 SIG. LOWER +)							
CHISQ= 6.38 W/ 4 D.F. IS SIGNIFICANT AT 82.74 %.							+
NO. OF WAGE EARNERS/C							
NONE < 36>	29.5	22.0	11.8	8.8	27.9	0.0	
(AVG. = 2.84 NO SIG. DIFF)							
ONE < 231>	29.5	13.8	24.5	14.5	17.2	0.5	
(AVG. = 2.76 NO SIG. DIFF)							
TWO+ < 309>	23.8	16.9	28.3	12.9	18.1	0.0	
(AVG. = 2.85 NO SIG. DIFF)							
CHISQ= 9.77 W/ 8 D.F.							
INCOME /C							
- $15K < 63>	17.3	13.2	20.6	13.2	35.5	0.0	
(AVG. = 3.36 SIG. HIGHR ***)							
$15K - $25K < 171>	21.1	15.9	29.4	13.5	19.6	0.6	
(AVG. = 2.95 SIG. HIGHR +)							
$25K - $35K < 151>	25.7	17.4	28.1	12.8	16.0	0.0	
(AVG. = 2.76 NO SIG. DIFF)							
$35K+ < 147>	35.3	16.7	25.6	11.8	10.7	0.0	
(AVG. = 2.46 SIG. LOWER ***)							
CHISQ= 26.26 W/ 12 D.F. IS SIGNIFICANT AT 99.01 %.							***
AGE							
18 - 24 < 98>	17.6	20.3	25.1	16.6	20.4	0.0	
(AVG. = 3.02 SIG. HIGHR +)							
25 - 34 < 186>	29.0	14.1	26.8	13.0	17.2	0.0	
(AVG. = 2.79 NO SIG. DIFF)							
35 - 44 < 106>	33.6	12.4	27.8	11.9	14.3	0.0	
(AVG. = 2.61 SIG. LOWER *)							
45 - 54 < 76>	24.9	14.4	25.5	13.8	21.4	0.0	
(AVG. = 2.92 NO SIG. DIFF)							
55 - 64 < 60>	25.4	19.2	28.1	7.9	19.3	0.0	
(AVG. = 2.76 NO SIG. DIFF)							
65 AND OLDER < 49>	19.3	19.4	17.2	15.1	26.9	2.2	
(AVG. = 3.11 SIG. HIGHR +)							
REFUSED (N/A) < 5>	40.0	20.0	0.0	20.0	20.0	0.0	
(AVG. = 2.60 T-TEST IS N/A)							
CHI-SQUARE IS NOT APPLICABLE							
HOUSEHOLD SIZE/C							
ONE < 91>	27.0	15.5	22.4	10.9	24.2	0.0	
(AVG. = 2.90 NO SIG. DIFF)							
TWO < 173>	28.4	18.1	23.9	10.3	19.3	0.0	
(AVG. = 2.74 NO SIG. DIFF)							
THREE < 126>	28.3	14.6	29.1	13.4	13.8	0.8	
(AVG. = 2.69 NO SIG. DIFF)							
FOUR+ < 187>	22.9	15.1	26.7	16.5	18.8	0.0	
(AVG. = 2.93 SIG. HIGHR +)							
CHISQ= 9.51 W/ 12 D.F.							

TABLE II-23

EXPECTATIONS ABOUT QUICK FOOD DELIVERY
BY DEMOGRAPHIC CHARACTERISTICS OF
ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH) 6) DON'T KNOW

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	3.1	7.7	26.9	32.3	29.7	0.4
TABLE 191 IS Q. 107 X Q. 16						
SEX						
MALE < 277>	3.6	11.1	30.7	28.3	25.5	0.8
(AVG. = 3.61 SIG.LOWER ***)						
FEMALE < 302>	2.6	4.3	23.4	35.9	33.5	0.0
(AVG. = 3.93 SIG.HIGHR ***)						
CHISQ= 17.26 W/ 4 D.F. IS SIGNIFICANT AT 99.83 %.						***
TABLE 192 IS Q. 108 X Q. 16						
FAMILY COMPOSITION						
FMLY. CHLD UNDER 13 < 198>	2.1	4.0	31.9	33.0	29.0	0.0
(AVG. = 3.83 NO SIG.DIFF)						
FMLY. CHLD 13 - 17 < 51>	2.1	11.2	22.4	36.8	27.5	0.0
(AVG. = 3.77 NO SIG.DIFF)						
MARRIED, NO CHILD < 168>	4.4	12.2	21.2	29.7	31.9	0.6
(AVG. = 3.73 NO SIG.DIFF)						
SINGLE < 160>	3.2	6.5	28.4	32.7	28.4	0.7
(AVG. = 3.77 NO SIG.DIFF)						
CHISQ= 16.36 W/ 12 D.F. IS SIGNIFICANT AT 82.48 %.						
TABLE 193 IS Q. 109 X Q. 16						
WKG MMN IN FMLY HSHOLD						
WORKING < 246>	3.4	7.2	28.7	32.1	28.1	0.4
(AVG. = 3.75 NO SIG.DIFF)						
NOT WORKING < 168>	2.5	9.6	23.1	32.1	32.7	0.0
(AVG. = 3.83 NO SIG.DIFF)						
CHISQ= 2.98 W/ 4 D.F.						
TABLE 194 IS Q. 110 X Q. 16						
NO. OF WAGE EARNERS/C						
NONE < 36>	0.0	10.2	17.7	29.5	42.6	0.0
(AVG. = 4.04 SIG.HIGHR +)						
ONE < 231>	2.3	8.6	27.2	30.6	30.8	0.5
(AVG. = 3.80 NO SIG.DIFF)						
TWO+ < 309>	4.1	6.8	27.7	33.5	27.6	0.3
(AVG. = 3.74 NO SIG.DIFF)						
CHISQ= 7.65 W/ 8 D.F.						
TABLE 198 IS Q. 112 X Q. 16						
INCOME /C						
- $15K < 63>	2.4	3.3	25.6	30.6	38.1	0.0
(AVG. = 3.99 SIG.HIGHR *)						
$15K - $25K < 171>	1.2	8.5	23.2	34.0	33.0	0.0
(AVG. = 3.89 SIG.HIGHR *)						
$25K - $35K < 151>	3.1	6.6	29.1	34.4	25.3	1.4
(AVG. = 3.73 NO SIG.DIFF)						
$35K+ < 147>	5.7	8.2	30.2	32.0	23.9	0.0
(AVG. = 3.60 SIG.LOWER **)						
CHISQ= 14.01 W/ 12 D.F.						
TABLE 195 IS Q. 99 X Q. 16						
AGE						
18 - 24 < 98>	3.2	8.6	33.7	26.7	27.8	0.0
(AVG. = 3.68 NO SIG.DIFF)						
25 - 34 < 186>	4.5	5.9	26.5	33.2	29.9	0.0
(AVG. = 3.78 NO SIG.DIFF)						
35 - 44 < 106>	2.0	5.0	35.1	35.7	21.3	1.0
(AVG. = 3.70 NO SIG.DIFF)						
45 - 54 < 76>	4.2	12.4	21.4	29.0	33.0	0.0
(AVG. = 3.74 NO SIG.DIFF)						
55 - 64 < 60>	1.8	12.2	16.7	27.2	40.4	1.8
(AVG. = 3.94 NO SIG.DIFF)						
65 AND OLDER < 49>	0.0	6.5	19.3	43.1	31.2	0.0
(AVG. = 3.99 SIG.HIGHR +)						
REFUSED (N/A) < 5>	0.0	0.0	20.0	40.0	40.0	0.0
(AVG. = 4.20 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
TABLE 196 IS Q. 111 X Q. 16						
HOUSEHOLD SIZE/C						
ONE < 91>	3.5	8.0	25.9	35.1	26.4	1.2
(AVG. = 3.74 NO SIG.DIFF)						
TWO < 173>	2.4	7.8	27.5	29.3	33.0	0.0
(AVG. = 3.83 NO SIG.DIFF)						
THREE < 126>	3.3	6.6	23.3	38.8	27.1	0.8
(AVG. = 3.80 NO SIG.DIFF)						
FOUR+ < 187>	3.4	8.1	29.7	28.6	30.2	0.0
(AVG. = 3.74 NO SIG.DIFF)						
CHISQ= 6.21 W/ 12 D.F.						

TABLE II-24

EXPECTATIONS ABOUT BEING ASKED IF YOU WANT ANYTHING ELSE BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %	
<AGGREGATE RESULTS>	0.4	2.0	11.3	28.1	58.2	
SEX						
MALE < 277>	0.0	2.6	14.3	31.5	51.5	
(AVG.= 4.32 SIG.LOWER ***)						
FEMALE < 302>	0.7	1.4	8.3	25.0	64.4	
(AVG.= 4.51 SIG.HIGHR ***)						
CHISQ= 13.78 W/ 4 D.F. IS SIGNIFICANT AT 99.20 %.						***
FAMILY COMPOSITION						
FMLY. CHLD UNDER 13 < 198>	0.0	2.6	9.0	29.3	59.1	
(AVG.= 4.49 NO SIG.DIFF)						
FMLY. CHLD 13 - 17 < 91>	0.0	2.1	8.2	27.4	62.3	
(AVG.= 4.50 NO SIG.DIFF)						
MARRIED, NO CHILD < 168>	0.6	1.3	14.3	29.1	54.7	
(AVG.= 4.36 NO SIG.DIFF)						
SINGLE < 160>	0.7	2.0	12.1	26.2	59.1	
(AVG.= 4.41 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG WMN IN FMLY HSHOLD						
WORKING < 246>	0.4	2.1	10.9	28.1	58.5	
(AVG.= 4.42 NO SIG.DIFF)						
NOT WORKING < 168>	0.0	1.9	10.9	29.6	57.7	
(AVG.= 4.43 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
NO. OF WAGE EARNERS/C						
NONE < 36>	0.0	2.9	1.4	29.5	66.2	
(AVG.= 4.59 SIG.HIGHR +)						
ONE < 231>	0.5	1.9	12.0	26.8	58.9	
(AVG.= 4.42 NO SIG.DIFF)						
TWO+ < 309>	0.3	2.0	12.0	29.3	56.4	
(AVG.= 4.39 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 63>	1.7	0.0	11.6	22.3	64.5	
(AVG.= 4.48 NO SIG.DIFF)						
$15K - $25K < 171>	0.0	3.1	11.3	26.6	59.0	
(AVG.= 4.42 NO SIG.DIFF)						
$25K - $35K < 151>	0.0	0.7	7.6	36.5	55.2	
(AVG.= 4.46 NO SIG.DIFF)						
$35K+ < 147>	0.0	1.4	13.9	27.7	56.9	
(AVG.= 4.40 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 98>	0.0	4.3	12.8	27.3	55.6	
(AVG.= 4.34 NO SIG.DIFF)						
25 - 34 < 186>	0.6	1.7	9.9	30.4	57.5	
(AVG.= 4.43 NO SIG.DIFF)						
35 - 44 < 106>	0.0	2.0	12.9	32.2	53.0	
(AVG.= 4.36 NO SIG.DIFF)						
45 - 54 < 76>	0.0	0.0	11.0	25.3	63.5	
(AVG.= 4.53 NO SIG.DIFF)						
55 - 64 < 40>	0.0	1.8	17.5	17.6	63.2	
(AVG.= 4.42 NO SIG.DIFF)						
65 AND OLDER < 40>	2.2	2.2	2.2	28.0	65.5	
(AVG.= 4.53 NO SIG.DIFF)						
REFUSED (N/A) < 5>	0.0	0.0	20.0	40.0	40.0	
(AVG.= 4.20 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 91>	1.2	2.3	12.7	28.8	55.1	
(AVG.= 4.34 NO SIG.DIFF)						
TWO < 173>	0.0	0.6	12.3	26.0	61.0	
(AVG.= 4.47 NO SIG.DIFF)						
THREE < 126>	0.0	2.5	10.0	25.0	62.6	
(AVG.= 4.48 NO SIG.DIFF)						
FOUR+ < 187>	0.6	2.8	10.7	31.6	54.3	
(AVG.= 4.36 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						

TABLE II-25

EXPECTATIONS ABOUT BEING TOLD WHEN THE ORDER WILL BE READY BY DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1: 1 (VERY LITTLE) 2: 2
3: 3 4: 4
5: 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
(AGGREGATE RESULTS)	6.0	9.6	24.0	28.1	32.4
SEX					
MALE (277)	7.0	11.1	26.4	27.0	28.1
(AVG = 3.58 SIG LOWER ***)					
FEMALE (302)	5.0	7.0	21.5	29.0	36.4
(AVG = 3.84 SIG HIGHR ***)					
CHISQR= 7.58 W/ 4 D.F.	IS SIGNIFICANT AT .05 LEVEL				*
FAMILY COMPOSITION					
FMLY. CHLD UNDER 13 (190)	3.6	10.6	21.6	30.3	34.0
(AVG = 3.81 SIG HIGHR **)					
FMLY. CHLD 13 - 17 (51)	6.2	6.2	19.3	33.7	34.7
(AVG = 3.85 NO SIG DIFF)					
MARRIED, NO CHILD (140)	9.1	10.6	21.9	27.0	30.6
(AVG = 3.60 SIG LOWER **)					
SINGLE (160)	5.9	7.8	30.7	24.2	31.4
(AVG = 3.67 NO SIG DIFF)					
CHISQR= 12.88 W/ 12 D.F.					
HAS WIFE IN FMLY HSHOLD					
WORKING (246)	7.2	11.7	19.6	28.5	33.1
(AVG = 3.68 NO SIG DIFF)					
NOT WORKING (140)	4.6	7.8	29.6	30.9	26.9
(AVG = 3.79 NO SIG DIFF)					
CHISQR= 4.22 W/ 4 D.F.					
NO. OF WAGE EARNERS/E					
NONE (34)	2.9	2.9	35.3	8.8	31.5
(AVG = 4.03 SIG HIGHR **)					
ONE (231)	4.5	5.2	27.4	30.3	32.9
(AVG = 3.81 SIG HIGHR **)					
TWO+ (309)	7.5	13.6	23.1	25.9	30.1
(AVG = 3.61 SIG LOWER **)					
CHISQR= 27.51 W/ 8 D.F.	IS SIGNIFICANT AT .05 LEVEL				***
INCOME /E					
- $15K (63)	2.4	5.0	27.3	25.4	39.7
(AVG = 3.95 SIG HIGHR **)					
$15K - $25K (171)	3.7	5.3	23.4	27.2	34.2
(AVG = 3.79 NO SIG DIFF)					
$25K - $35K (151)	5.3	9.4	24.3	29.2	31.8
(AVG = 3.71 NO SIG DIFF)					
$35K+ (147)	8.3	14.1	24.2	28.6	24.7
(AVG = 3.53 SIG LOWER **)					
CHISQR= 18.27 W/ 12 D.F.					
AGE					
18 - 24 (98)	5.4	13.3	23.1	24.2	27.3
(AVG = 3.54 SIG LOWER **)					
25 - 34 (184)	6.2	8.7	21.7	30.1	33.2
(AVG = 3.74 NO SIG DIFF)					
35 - 44 (106)	4.8	11.4	29.8	31.8	24.8
(AVG = 3.60 NO SIG DIFF)					
45 - 54 (74)	6.9	11.4	22.1	23.9	27.5
(AVG = 3.74 NO SIG DIFF)					
55 - 64 (60)	6.6	3.3	27.1	26.4	36.5
(AVG = 3.88 NO SIG DIFF)					
65 AND OLDER (45)	5.3	6.3	29.8	21.3	43.1
(AVG = 3.93 NO SIG DIFF)					
REFUSED (N/A) (5)	0.0	0.0	0.0	60.0	20.1
(AVG = 4.20 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE					
HOUSEHOLD SIZE/E					
ONE (91)	5.2	1.5	35.5	24.7	28.2
(AVG = 3.47 NO SIG DIFF)					
TWO (178)	8.2	8.1	22.7	27.0	33.2
(AVG = 3.72 NO SIG DIFF)					
THREE (126)	2.4	13.0	23.9	27.3	33.3
(AVG = 3.82 NO SIG DIFF)					
FOUR+ (187)	6.6	12.6	18.7	30.9	31.3
(AVG = 3.68 NO SIG DIFF)					
CHISQR= 21.72 W/ 12 D.F.	IS SIGNIFICANT AT .05 LEVEL				**

[illegible]

TABLE II-27

EXPECTATIONS ABOUT THE COMFORTABLENESS OF THE ROOM TEMPERATURE BY THE DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	0.4	0.9	5.5	23.9	69.3
SEX					
MALE < 277>	0.4	1.1	4.5	29.6	64.3
(AVG. = 4.56 SIG. LOWER +)					
FEMALE < 302>	0.3	0.7	6.4	18.7	73.8
(AVG. = 4.65 SIG. HIGHR +)					
CHI-SQUARE IS NOT APPLICABLE.					
FAMILY COMPOSITION					
FMLY, CHLD UNDER 13 < 198>	0.5	1.1	8.7	25.9	63.8
(AVG. = 4.51 SIG. LOWER **)					
FMLY, CHLD 13 - 17 < 51>	0.0	0.0	11.2	28.5	60.3
(AVG. = 4.49 SIG. LOWER +)					
MARRIED, NO CHILD < 168>	0.6	1.3	3.7	18.4	76.0
(AVG. = 4.68 SIG. HIGHR +)					
SINGLE < 160>	0.0	0.7	1.6	26.1	71.6
(AVG. = 4.69 SIG. HIGHR +)					
CHI-SQUARE IS NOT APPLICABLE.					
WKG WMN IN FMLY HSHOLD					
WORKING < 246>	0.4	0.9	8.3	22.1	68.3
(AVG. = 4.57 NO SIG. DIFF)					
NOT WORKING < 168>	0.6	1.2	5.3	25.2	67.6
(AVG. = 4.58 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
NO. OF WAGE EARNERS/C					
NONE < 36>	2.9	0.0	2.9	19.1	75.0
(AVG. = 4.63 NO SIG. DIFF)					
ONE < 231>	0.0	0.9	4.1	24.9	70.1
(AVG. = 4.64 NO SIG. DIFF)					
TWO+ < 309>	0.3	1.0	6.9	23.7	68.0
(AVG. = 4.58 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
INCOME /C					
- $15K < 63>	0.0	1.7	5.0	14.9	78.5
(AVG. = 4.70 SIG. HIGHR +)					
$15K - $25K < 171>	0.6	0.6	6.4	24.8	67.6
(AVG. = 4.58 NO SIG. DIFF)					
$25K - $35K < 131>	0.7	0.7	5.2	29.9	63.5
(AVG. = 4.55 NO SIG. DIFF)					
$35K+ < 147>	0.0	0.7	6.0	23.4	69.8
(AVG. = 4.62 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 98>	1.1	1.1	5.9	24.1	67.9
(AVG. = 4.57 NO SIG. DIFF)					
25 - 34 < 186>	0.0	0.6	6.8	27.9	64.8
(AVG. = 4.57 NO SIG. DIFF)					
35 - 44 < 106>	0.0	0.0	7.9	28.2	63.9
(AVG. = 4.56 NO SIG. DIFF)					
45 - 54 < 76>	0.0	1.4	4.2	19.3	75.2
(AVG. = 4.68 NO SIG. DIFF)					
55 - 64 < 60>	0.0	0.0	0.8	12.2	86.9
(AVG. = 4.86 SIG. HIGHR +++)					
65 AND OLDER < 49>	2.2	4.3	3.2	23.7	66.7
(AVG. = 4.48 SIG. LOWER +)					
REFUSED (N/A) < 3>	0.0	0.0	0.0	0.0	100.0
(AVG. = 5.00 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE.					
HOUSEHOLD SIZE/C					
ONE < 91>	0.0	1.2	3.5	29.3	66.1
(AVG. = 4.60 NO SIG. DIFF)					
TWO < 173>	0.6	0.6	3.0	20.5	75.3
(AVG. = 4.69 SIG. HIGHR **)					
THREE < 126>	0.0	0.8	5.6	17.5	75.8
(AVG. = 4.68 SIG. HIGHR +)					
FOUR+ < 187>	0.6	1.1	8.7	28.6	61.1
(AVG. = 4.48 SIG. LOWER ***)					
CHI-SQUARE IS NOT APPLICABLE.					

TABLE II-28

EXPECTATIONS ABOUT ATTRACTIVE DECOR BY THE DEMOGRAPHIC CHARACTERISITCS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	0.8	2.4	11.1	32.5	53.2
SEX					
MALE < 277>	0.9	1.5	11.7	35.5	50.4
(AVG. = 4.33 NO SIG. DIFF)					
FEMALE < 302>	0.7	3.3	10.6	29.7	55.7
(AVG. = 4.36 NO SIG. DIFF)					
CHISQ= 4.39 W/ 4 D.F.					
FAMILY COMPOSITION					
FMLY. CHLD UNDER 13 < 198>	0.0	2.1	10.0	32.7	55.1
(AVG. = 4.41 SIG. HIGHR +)					
FMLY. CHLD 13 - 17 < 51>	0.0	0.0	12.2	35.7	52.1
(AVG. = 4.40 NO SIG. DIFF)					
MARRIED, NO CHILD < 168>	1.3	4.1	8.7	33.5	52.9
(AVG. = 4.32 NO SIG. DIFF)					
SINGLE < 160>	1.6	2.0	14.7	30.4	51.3
(AVG. = 4.28 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
WKG WMN IN FMLY HSHOLD					
WORKING < 246>	0.4	1.5	8.9	34.9	54.2
(AVG. = 4.41 NO SIG. DIFF)					
NOT WORKING < 168>	0.6	4.4	11.2	31.1	52.7
(AVG = 4.31 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
NO. OF WAGE EARNERS/C					
NONE < 36>	0.0	5.9	20.6	25.0	48.5
(AVG. = 4.16 SIG. LOWER +)					
ONE < 231>	1.1	2.3	10.9	30.1	55.6
(AVG. = 4.37 NO SIG. DIFF)					
TWO+ < 309>	0.7	2.2	10.3	35.4	51.4
(AVG. = 4.35 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
INCOME /C					
- $15K < 63>	1.7	5.0	13.2	30.6	49.6
(AVG. = 4.21 NO SIG. DIFF)					
$15K - $25K < 171>	0.9	1.8	7.0	32.1	58.1
(AVG. = 4.45 SIG. HIGHR ++)					
$25K - $35K < 151>	0.0	2.1	16.0	36.4	45.5
(AVG. = 4.25 SIG. LOWER +)					
$35K+ < 147>	0.7	2.5	10.6	33.5	52.7
(AVG. = 4.35 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 98>	2.1	1.1	10.1	38.0	48.6
(AVG. = 4.30 NO SIG. DIFF)					
25 - 34 < 186>	0.8	2.0	11.0	35.2	51.0
(AVG. = 4.34 NO SIG. DIFF)					
35 - 44 < 106>	1.0	4.0	12.9	28.7	53.5
(AVG. = 4.30 NO SIG. DIFF)					
45 - 54 < 76>	0.0	2.8	9.6	37.2	50.4
(AVG. = 4.35 NO SIG. DIFF)					
55 - 64 < 60>	0.0	1.8	14.1	20.2	64.0
(AVG = 4.46 NO SIG. DIFF)					
65 AND OLDER < 49>	0.0	4.3	9.6	28.0	58.1
(AVG. = 4.40 NO SIG. DIFF)					
REFUSED (N/A) < 5>	0.0	0.0	0.0	20.0	80.0
(AVG. = 4.80 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE.					
HOUSEHOLD SIZE/C					
ONE < 91>	1.7	1.2	16.1	27.6	53.3
(AVG. = 4.30 NO SIG. DIFF)					
TWO < 173>	0.6	3.3	10.0	33.2	52.9
(AVG. = 4.34 NO SIG. DIFF)					
THREE < 126>	0.8	1.7	7.4	35.5	54.6
(AVG. = 4.41 NO SIG. DIFF)					
FOUR+ < 187>	0.6	2.8	12.3	32.5	51.8
(AVG. = 4.32 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					

TABLE II-29

EXPECTATIONS ABOUT CLEANLINESS BY THE DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	0.0	0.2	0.5	9.8	89.4
SEX					
MALE < 277>	0.0	0.4	0.8	12.4	86.4
(AVG.= 4.85 SIG.LOWER **)					
FEMALE < 302>	0.0	0.0	0.3	7.5	92.2
(AVG.= 4.92 SIG.HIGHR **)					
CHI-SQUARE IS NOT APPLICABLE.					
FAMILY COMPOSITION					
FMLY. CHLD UNDER 13 < 198>	0.0	0.0	0.5	10.8	88.7
(AVG.= 4.88 NO SIG.DIFF)					
FMLY. CHLD 13 - 17 < 51>	0.0	0.0	0.0	8.1	91.9
(AVG.= 4.92 NO SIG.DIFF)					
MARRIED, NO CHILD < 168>	0.0	0.6	0.6	10.6	88.1
(AVG.= 4.86 NO SIG.DIFF)					
SINGLE < 160>	0.0	0.0	0.7	8.5	90.9
(AVG.= 4.90 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
WKG WMN IN FMLY HSHOLD					
WORKING < 246>	0.0	0.4	0.9	10.4	88.3
(AVG.= 4.87 NO SIG.DIFF)					
NOT WORKING < 168>	0.0	0.0	0.0	10.6	89.4
(AVG.= 4.89 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
NO. OF WAGE EARNERS/C					
NONE < 36>	0.0	0.0	0.0	4.3	95.7
(AVG.= 4.96 NO SIG.DIFF)					
ONE < 231>	0.0	0.0	0.0	8.6	91.4
(AVG.= 4.91 SIG.HIGHR +)					
TWO+ < 309>	0.0	0.3	1.0	11.2	87.5
(AVG.= 4.86 SIG.LOWER **)					
CHI-SQUARE IS NOT APPLICABLE.					
INCOME /C					
- $15K < 63>	0.0	0.0	0.0	10.7	89.3
(AVG.= 4.89 NO SIG.DIFF)					
$15K - $25K < 171>	0.0	0.0	1.8	6.7	91.4
(AVG.= 4.90 NO SIG.DIFF)					
$25K - $35K < 151>	0.0	0.7	0.0	15.6	83.7
(AVG.= 4.82 SIG.LOWER **)					
$35K+ < 147>	0.0	0.0	0.0	7.8	92.2
(AVG.= 4.92 SIG.HIGHR +)					
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 98>	0.0	0.0	2.1	8.0	89.8
(AVG.= 4.88 NO SIG.DIFF)					
25 - 34 < 186>	0.0	0.0	0.6	9.0	90.4
(AVG.= 4.90 NO SIG.DIFF)					
35 - 44 < 106>	0.0	0.0	0.0	15.3	84.7
(AVG.= 4.85 NO SIG.DIFF)					
45 - 54 < 76>	0.0	1.4	0.0	8.9	89.7
(AVG.= 4.87 NO SIG.DIFF)					
55 - 64 < 60>	0.0	0.0	0.0	9.6	90.4
(AVG.= 4.90 NO SIG.DIFF)					
65 AND OLDER < 49>	0.0	0.0	0.0	7.5	92.5
(AVG.= 4.93 NO SIG.DIFF)					
REFUSED (N/A) < 9>	0.0	0.0	0.0	0.0	100.0
(AVG.= 5.00 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE.					
HOUSEHOLD SIZE/C					
ONE < 91>	0.0	0.0	0.0	7.5	92.5
(AVG.= 4.93 NO SIG.DIFF)					
TWO < 173>	0.0	0.0	1.2	10.6	88.2
(AVG.= 4.87 NO SIG.DIFF)					
THREE < 126>	0.0	0.0	0.8	7.9	91.2
(AVG.= 4.90 NO SIG.DIFF)					
FOUR+ < 187>	0.0	0.6	0.0	11.7	87.7
(AVG.= 4.87 NO SIG.DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					

TABLE II-30

EXPECTATIONS ABOUT CLEAN BATHROOMS BY THE DEMOGRAPHIC CHARACTERISTICS OF ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH) 6) DON'T KNOW

	(1) %	(2) %	(3) %	(4) %	(5) %	(6) %
<AGGREGATE RESULTS>	0.4	0.2	2.5	12.0	84.8	0.1
SEX						
MALE < 277>	0.4	0.0	2.6	17.0	80.0	0.0
(AVG. = 4.76 SIG.LOWER **)						
FEMALE < 302>	0.3	0.3	2.4	7.4	89.3	0.2
(AVG. = 4.85 SIG.HIGHR **)						
CHI-SQUARE IS NOT APPLICABLE.						
FAMILY COMPOSITION						
FMLY. CHLD UNDER 13 < 198>	0.0	0.5	2.1	10.0	87.3	0.0
(AVG. = 4.84 NO SIG.DIFF)						
FMLY. CHLD 13 - 17 < 91>	2.1	0.0	2.1	10.2	85.7	0.0
(AVG. = 4.78 NO SIG.DIFF)						
MARRIED, NO CHILD < 168>	0.6	0.0	3.1	12.8	83.5	0.0
(AVG. = 4.78 NO SIG.DIFF)						
SINGLE < 160>	0.0	0.0	2.6	14.4	82.7	0.3
(AVG. = 4.80 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
WKG MMN IN FMLY HSHOLD						
WORKING < 246>	0.9	0.0	3.4	10.4	85.3	0.0
(AVG. = 4.79 NO SIG.DIFF)						
NOT WORKING < 168>	0.0	0.6	1.2	11.8	86.3	0.0
(AVG. = 4.84 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
NO. OF WAGE EARNERS/C						
NONE < 36>	0.0	2.9	0.0	10.2	86.8	0.0
(AVG. = 4.81 NO SIG.DIFF)						
ONE < 231>	0.0	0.0	1.8	10.4	87.5	0.2
(AVG. = 4.86 SIG.HIGHR *)						
TWO+ < 309>	0.7	0.0	3.4	13.2	82.7	0.0
(AVG. = 4.77 SIG.LOWER *)						
CHI-SQUARE IS NOT APPLICABLE.						
INCOME /C						
- $15K < 63>	1.7	1.7	3.3	8.3	84.3	0.8
(AVG. = 4.73 NO SIG.DIFF)						
$15K - $25K < 171>	0.0	0.0	4.3	11.0	84.7	0.0
(AVG = 4.80 NO SIG.DIFF)						
$25K - $35K < 151>	0.0	0.0	2.1	16.0	81.9	0.0
(AVG. = 4.80 NO SIG.DIFF)						
$35K+ < 147>	0.7	0.0	1.4	11.3	86.5	0.0
(AVG. = 4.83 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						
AGE						
18 - 24 < 98>	0.0	0.0	3.2	14.5	82.3	0.0
(AVG. = 4.79 NO SIG.DIFF)						
25 - 34 < 186>	0.6	0.6	2.3	12.1	84.5	0.0
(AVG. = 4.79 NO SIG.DIFF)						
35 - 44 < 106>	1.0	0.0	2.0	11.3	85.7	0.0
(AVG. = 4.81 NO SIG.DIFF)						
45 - 54 < 76>	0.0	0.0	1.4	8.9	89.7	0.0
(AVG. = 4.88 SIG.HIGHR +)						
55 - 64 < 60>	0.0	0.0	3.3	9.6	86.9	0.0
(AVG. = 4.83 NO SIG.DIFF)						
65 AND OLDER < 49>	0.0	0.0	4.3	15.1	79.6	1.0
(AVG. = 4.76 NO SIG.DIFF)						
REFUSED (N/A) < 5>	0.0	0.0	0.0	20.0	80.0	0.0
(AVG. = 4.80 T-TEST IS N/A)						
CHI-SQUARE IS NOT APPLICABLE.						
HOUSEHOLD SIZE/C						
ONE < 91>	0.0	0.0	3.3	6.9	89.1	0.5
(AVG. = 4.86 NO SIG.DIFF)						
TWO < 173>	0.0	0.6	2.4	16.9	80.1	0.0
(AVG. = 4.76 SIG.LOWER +)						
THREE < 126>	0.0	0.0	2.5	9.6	87.9	0.0
(AVG. = 4.85 NO SIG.DIFF)						
FOUR+ < 187>	1.1	0.0	2.2	11.2	85.4	0.0
(AVG. = 4.80 NO SIG.DIFF)						
CHI-SQUARE IS NOT APPLICABLE.						

TABLE II-31

EXPECTATIONS ABOUT COMFORTABLE SEATS BY
THE DEMOGRAPHIC CHARACTERISITCS OF
ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	0.0	0.0	5.4	29.8	64.8
SEX					
MALE < 277>	0.0	0.0	5.3	34.7	60.0
(AVG. = 4.55 SIG. LOWER *)					
FEMALE < 302>	0.0	0.0	5.6	25.3	69.1
(AVG. = 4.64 SIG. HIGHR *)					
CHI-SQUARE IS NOT APPLICABLE.					
FAMILY COMPOSITION					
FMLY. CHLD UNDER 13 < 198>	0.0	0.0	7.4	31.9	60.7
(AVG. = 4.53 SIG. LOWER *)					
FMLY. CHLD 13 - 17 < 91>	0.0	0.0	5.1	34.7	60.3
(AVG. = 4.55 NO SIG. DIFF)					
MARRIED, NO CHILD < 168>	0.0	0.0	5.0	29.4	65.6
(AVG = 4.61 NO SIG. DIFF)					
SINGLE < 140>	0.0	0.0	3.6	26.4	70.0
(AVG. = 4.66 SIG. HIGHR *)					
CHI-SQUARE IS NOT APPLICABLE.					
WKG WMN IN FMLY HSHOLD					
WORKING < 246>	0.0	0.0	5.8	32.6	61.7
(AVG. = 4.56 NO SIG. DIFF)					
NOT WORKING < 168>	0.0	0.0	6.2	29.9	63.9
(AVG. = 4.58 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
NO. OF WAGE EARNERS/C					
NONE < 36>	0.0	0.0	2.9	22.0	75.0
(AVG. = 4.72 SIG. HIGHR +)					
ONE < 231>	0.0	0.0	3.6	27.9	68.5
(AVG. = 4.65 SIG. HIGHR *)					
TWO+ < 309>	0.0	0.0	7.1	32.1	60.8
(AVG. = 4.54 SIG. LOWER **)					
CHI-SQUARE IS NOT APPLICABLE					
INCOME /C					
- $15K < 63>	0.0	0.0	5.0	20.6	74.4
(AVG. = 4.69 SIG. HIGHR +)					
$15K - $25K < 171>	0.0	0.0	4.2	26.3	69.4
(AVG. = 4.65 SIG. HIGHR *)					
$25K - $35K < 151>	0.0	0.0	6.6	36.4	57.0
(AVG. = 4.50 SIG. LOWER **)					
$35K+ < 147>	0.0	0.0	4.6	35.9	59.4
(AVG. = 4.55 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 98>	0.0	0.0	6.9	32.6	60.5
(AVG. = 4.54 NO SIG. DIFF)					
25 - 34 < 186>	0.0	0.0	4.5	31.8	63.7
(AVG. = 4.59 NO SIG. DIFF)					
35 - 44 < 106>	0.0	0.0	7.4	37.6	55.0
(AVG. = 4.48 SIG. LOWER **)					
45 - 54 < 76>	0.0	0.0	2.8	24.1	73.1
(AVG. = 4.70 SIG. HIGHR *)					
55 - 64 < 60>	0.0	0.0	5.3	16.7	78.1
(AVG. = 4.73 SIG. HIGHR *)					
65 AND OLDER < 49>	0.0	0.0	4.3	25.8	69.8
(AVG. = 4.66 NO SIG. DIFF)					
REFUSED (N/A) < 5>	0.0	0.0	20.0	20.0	60.0
(AVG. = 4.40 T-TEST IS N/A)					
CHI-SQUARE IS NOT APPLICABLE.					
HOUSEHOLD SIZE/C					
ONE < 91>	0.0	0.0	2.3	25.3	72.4
(AVG. = 4.70 SIG. HIGHR *)					
TWO < 173>	0.0	0.0	4.8	29.6	65.6
(AVG. = 4.61 NO SIG. DIFF)					
THREE < 126>	0.0	0.0	7.1	33.3	59.6
(AVG. = 4.53 SIG. LOWER +)					
FOUR+ < 187>	0.0	0.0	6.4	30.2	63.3
(AVG. = 4.57 NO SIG. DIFF)					
CHI-SQUARE IS NOT APPLICABLE.					

TABLE II-32

EXPECTATIONS ABOUT A QUIET EATING ATMOSPHERE
BY THE DEMOGRAPHIC CHARACTERISTICS OF
ATMOSPHERE RESTAURANT PATRONS

1) 1 (VERY LITTLE) 2) 2
3) 3 4) 4
5) 5 (VERY MUCH)

	(1) %	(2) %	(3) %	(4) %	(5) %
<AGGREGATE RESULTS>	0.4	0.9	8.7	31.5	58.6
SEX					
MALE < 277> (AVG. = 4.44 NO SIG. DIFF)	0.4	1.5	9.4	30.9	57.7
FEMALE < 302> (AVG. = 4.50 NO SIG. DIFF)	0.3	0.3	8.0	31.9	59.4
CHI-SQUARE IS NOT APPLICABLE.					
FAMILY COMPOSITION					
FMLY. CHLD UNDER 13 < 198> (AVG. = 4.53 SIG. HIGHR +)	0.0	0.0	6.8	33.8	59.4
FMLY. CHLD 13 - 17 < 91> (AVG. = 4.54 NO SIG. DIFF)	0.0	2.1	2.0	35.7	60.3
MARRIED, NO CHILD < 168> (AVG. = 4.43 NO SIG. DIFF)	0.6	1.3	10.9	28.7	58.4
SINGLE < 160> (AVG. = 4.42 NO SIG. DIFF)	0.7	1.3	10.8	30.1	57.2
CHI-SQUARE IS NOT APPLICABLE.					
WKG WMN IN FMLY HSHOLD					
WORKING < 246> (AVG. = 4.47 NO SIG. DIFF)	0.0	1.3	8.1	32.6	58.1
NOT WORKING < 168> (AVG. = 4.51 NO SIG. DIFF)	0.6	0.0	7.8	31.1	60.4
CHI-SQUARE IS NOT APPLICABLE.					
NO. OF WAGE EARNERS/C					
NONE < 36> (AVG. = 4.22 SIG. LOWER ++)	5.9	0.0	14.7	25.0	54.4
ONE < 231> (AVG. = 4.53 SIG. HIGHR +)	0.0	0.9	7.0	29.7	62.3
TWO+ < 309> (AVG. = 4.45 NO SIG. DIFF)	0.0	1.0	9.3	33.5	56.2
CHI-SQUARE IS NOT APPLICABLE.					
INCOME /C					
- $15K < 63> (AVG. = 4.39 NO SIG. DIFF)	1.7	1.7	9.9	29.8	57.0
$15K - $25K < 171> (AVG. = 4.48 NO SIG. DIFF)	0.6	0.0	8.0	33.7	57.8
$25K - $35K < 151> (AVG. = 4.43 NO SIG. DIFF)	0.0	1.4	7.6	37.2	53.8
$35K+ < 147> (AVG. = 4.48 NO SIG. DIFF)	0.0	0.7	11.4	27.0	60.9
CHI-SQUARE IS NOT APPLICABLE.					
AGE					
18 - 24 < 98> (AVG. = 4.39 NO SIG. DIFF)	0.0	1.1	12.3	33.6	53.0
25 - 34 < 196> (AVG. = 4.51 NO SIG. DIFF)	0.0	0.0	9.6	29.9	60.5
35 - 44 < 106> (AVG. = 4.53 NO SIG. DIFF)	0.0	1.0	5.9	32.7	60.4
45 - 54 < 76> (AVG. = 4.49 NO SIG. DIFF)	0.0	2.8	6.2	30.4	60.6
55 - 64 < 60> (AVG. = 4.45 NO SIG. DIFF)	1.8	0.0	7.0	34.1	57.1
65 AND OLDER < 49> (AVG. = 4.38 NO SIG. DIFF)	2.2	2.2	8.6	30.2	56.9
REFUSED (N/A) < 5> (AVG. = 4.40 T-TEST IS N/A)	0.0	0.0	20.0	20.0	60.0
CHI-SQUARE IS NOT APPLICABLE.					
HOUSEHOLD SIZE/C					
ONE < 91> (AVG. = 4.48 NO SIG. DIFF)	0.0	2.3	6.9	31.6	59.2
TWO < 173> (AVG. = 4.42 NO SIG. DIFF)	1.2	0.0	11.8	29.6	57.4
THREE < 126> (AVG. = 4.52 NO SIG. DIFF)	0.0	0.8	5.0	35.9	58.3
FOUR+ < 187> (AVG. = 4.49 NO SIG. DIFF)	0.0	1.1	9.2	29.4	60.2
CHI-SQUARE IS NOT APPLICABLE.					

TABLE II-33

ATTITUDES ABOUT RESTAURANTS BY USAGE OF ATMOSPHERE RESTAURANTS

ATTITUDINAL STATEMENT	TOTAL RESPONDENTS	TOTAL ATMOSPHERE PATRONS	LIGHT USERS	MEDIUM USERS	HEAVY USERS
When eating at a family restaurant I expect the meal to be unique and special					
Strongly agree	67.9%	65.5%	71.0%	64.0%	61.2%
Agree	25.2	27.5	23.3	29.0	27.3
Neither agree nor disagree	0.6	0.9	0.2	1.0	1.1
Disagree	5.5	5.5	5.1	4.8	10.5
Strongly disagree	0.6	0.5	0.5	1.3	0.0
I expect fancy restaurants to be flexible in preparing special requests					
Strongly agree	55.0%	52.8%	56.2%	51.1%	56.0%
Agree	34.3	37.2	35.4	35.5	34.0
Neither agree nor disagree	0.7	0.7	0.6	0.6	1.1
Disagree	8.0	7.9	6.4	10.8	6.8
Strongly disagree	1.9	1.4	1.1	1.9	2.1
I expect the food at fancy restaurants to be of much higher quality than family and fast food restaurants					
Strongly agree	76.9%	76.5%	78.3%	74.3%	82.8%
Agree	15.7	17.3	16.4	17.7	12.5
Neither agree nor disagree	.3	0.0	0.5	0.0	0.0
Disagree	4.3	4.7	3.0	5.7	2.1
Strongly disagree	2.3	1.5	1.6	2.2	2.6

TABLE II-33 (Continued)

ATTITUDINAL STATEMENT	TOTAL RESPONDENTS	TOTAL ATMOSPHERE PATRONS	LIGHT USERS	MEDIUM USERS	HEAVY USERS
Waiters and waitresses at family restaurants should be knowledgeable about the menu and how food is prepared					
Strongly agree	87.0%	90.7%	87.6%	88.2%	90.5%
Agree	11.4	8.4	10.9	10.0	9.5
Neither agree nor disagree	0.1	0.2	0.0	0.3	0.0
Disagree	1.1	0.7	0.9	1.4	0.0
Strongly disagree	0.2	0.0	0.3	0.0	0.0
I like to receive prompt attention to my needs at a fancy restaurant					
Strongly agree	75.1%	76.0%	74.6%	76.1%	79.0%
Agree	21.2	20.6	21.8	20.1	19.9
Neither agree nor disagree	0.6	0.4	0.2	0.8	0.0
Disagree	3.0	3.0	3.2	3.0	1.1
Strongly disagree	0.0	0.0	0.0	0.0	0.0
I think there should be a host or hostess to greet customers when they enter a fancy restaurant					
Strongly agree	83.5%	86.0%	83.4%	84.7%	89.5%
Agree	13.6	11.9	14.8	12.1	8.4
Neither agree nor disagree	0.4	0.1	0.3	0.3	0.0
Disagree	1.4	1.3	0.7	1.6	2.1
Strongly disagree	1.1	0.7	0.8	1.3	0.0
I try to go to restaurants which serve salads and vegetables					
Strongly agree	60.9%	62.6%	59.0%	61.0%	68.6%
Agree	29.3	30.0	32.1	29.3	25.1
Neither agree nor disagree	2.0	1.9	1.8	2.9	0.0
Disagree	6.6	4.9	6.0	5.6	6.3
Strongly disagree	1.0	0.6	0.9	1.3	0.0

TABLE II-33 (Continued)

ATTITUDINAL STATEMENT	TOTAL RESPONDENTS	TOTAL ATMOSPHERE PATRONS	LIGHT USERS	MEDIUM USERS	HEAVY USERS
It is important for food to look appetizing in restaurants					
Strongly agree	87.8%	86.7%	88.3%	87.6%	86.3%
Agree	11.9	13.1	11.5	12.4	12.6
Neither agree nor disagree	0.0	0.0	0.0	0.0	0.0
Disagree	0.3	0.2	0.2	0.0	1.1
Strongly disagree	0.0	0.0	0.0	0.0	0.0
A discourteous restaurant employee could keep me from returning to a restaurant					
Strongly agree	76.0%	75.9%	76.3%	72.6%	82.7%
Agree	16.2	17.4	16.3	18.3	11.5
Neither agree nor disagree	0.3	0.4	0.0	0.6	1.1
Disagree	5.4	5.0	4.4	7.2	4.7
Strongly disagree	2.1	1.4	3.0	1.3	0.0
It is important for a restaurant to make its customers feel at ease					
Strongly agree	84.9%	83.3%	83.9%	82.0%	90.1%
Agree	14.8	16.2	15.1	17.6	8.9
Neither agree nor disagree	0.4	0.0	0.8	0.0	0.0
Disagree	0.8	0.5	0.2	0.3	1.1
Strongly disagree	0.0	0.0	0.0	0.0	0.0
I think that fresh flowers and live plants improve a restaurant's atmosphere					
Strongly agree	49.0%	52.0%	46.7%	50.8%	58.2%
Agree	42.5	41.4	44.6	41.9	37.6
Neither agree nor disagree	0.9	0.5	1.5	0.2	0.0
Disagree	6.2	5.1	6.1	5.5	3.2
Strongly disagree	1.4	1.0	1.1	1.6	1.1

NOTE: Totals may not add to 100 percent because of rounding and exclusion of non-responses.

HOW THE STUDY WAS CONDUCTED

Data for this report were obtained from a telephone survey conducted in late August, 1982. The results are based on 1,001 completed interviews with adults 18 years old and older. (These adults were not necessarily the male or female head of household.) All individuals interviewed had eaten at or had carry-out food from a restaurant or fast food place at least once in the two week period prior to the survey. In addition, only those who had eaten at a specific type of restaurant during the qualifying period were questioned about their expectations for that particular restaurant category. (The qualifying period for fast food and family restaurants was two weeks prior to the interview. The qualifying period for atmosphere restaurants was expanded to one month to ensure an adequate sample size for analysis.) Many respondents were queryed about their expectations at more than one type of restaurant. The field and data processing work for this study were performed by Porter, Novelli & Associates, a market research firm located in Washington, D.C.

The questionnaire for this survey was developed based on responses to NRA's prior survey, How Consumers Make The Decision To Eat Out, and from focus groups conducted in early August. In the "Decision Study" NRA learned that quality food, friendly service and atmosphere were three very important aspects considered when consumers select a restaurant. However, questions were raised as to exactly what consumers meant by quality food, friendly service and atmosphere. As a result, NRA commissioned Porter, Novelli & Associates to conduct two focus group sessions which would aim at defining what consumers mean when they say restaurants should have quality food, friendly service and atmosphere. From these discussions, NRA was able to develop the list of 20 factors used in this study as well as to develop the wording for the attitudinal questions.

The sample for this survey was drawn by using a random digit dialing process. The sample was weighted to reflect the number of telephone numbers per household. (Households with more than one telephone number would have a greater likelihood of being selected than would households with only one number.) The sample was not weighted to reflect the total population, but does reflect the total eating out universe. The number of cases used for analysis is as follows:

- Total restaurants: 1,923
- Fast food restaurants: 739
- Family restaurants: 604
- Atmosphere restaurants: 579

A profile of respondents can be found on the following pages.

TABLE 1
SEX OF RESPONDENT

SEX	PERCENT OF RESPONDENTS
Male	47.1%
Female	52.9%

TABLE 2
AGE OF RESPONDENT

AGE GROUP	PERCENT OF RESPONDENTS
18-24	16.6%
25-34	30.3%
35-44	17.8%
45-54	13.1%
55-64	11.7%
65 and older	9.9%
Refused	0.6%

TABLE 3
HOUSEHOLD SIZE FOR RESPONDENTS

HOUSEHOLD SIZE	PERCENT OF RESPONDENTS
One	14.6%
Two	30.9%
Three	19.6%
Four	20.3%
Five or more	14.2%
Refused	0.4%

TABLE 4
HOUSEHOLD COMPOSITION FOR RESPONDENTS

HOUSEHOLD COMPOSITION	PERCENT OF RESPONDENTS
Single	26.0%
Married couple, no children	28.7%
Family, youngest child under 12	35.0%
Family, youngest child 13-17	9.7%
Refused	0.6%

TABLE 5
HOUSEHOLD INCOME OF RESPONDENTS

INCOME	PERCENT OF RESPONDENTS
Under $9,999	5.3%
$10,000 - $14,999	11.1%
$15,000 - $19,999	15.3%
$20,000 - $24,999	16.5%
$25,000 - $29,999	14.6%
$30,000 - $34,999	9.0%
$35,000 or more	18.9%
Refused	6.6%
Don't know	2.5%

TABLE 6
NUMBER OF WAGE EARNERS FOR RESPONDENTS

NUMBER OF EARNERS	PERCENT OF RESPONDENTS
None	8.1%
One	41.2%
Two	39.7%
Three	5.4%
Four or more	5.1%
Refused	0.5%

TABLE 7
WORKING WOMEN IN FAMILY HOUSEHOLD

WORKING WOMAN	PERCENT OF RESPONDENTS
Yes	53.6%
No	46.4%

THE QUESTIONNAIRE

CONSUMER EXPECTATIONS ON DINING OUT
-SCREENER-

Hello, I'm _____ from Decima Research, a survey firm located in the Washington, D.C. area. We are conducting a nationwide survey of persons 18 years of age and older to gather opinions about restaurants and eating out.

A.	(Are you/May I speak to someone in your household who is) 18 years of age or older?	REPEAT INTRODUCTION FOR NEW PERSON ON PHONE
B.	In the past two weeks, have you eaten out or had carry-out food from a restaurant or fast food place other than a school or work cafeteria?	YES.....1 NO (THANK AND RECORD NQ).....2
1.	How often do you eat out at any type of restaurant or have carry-out food in a two week period? (CLEAR WITH "Just Roughly.")	SPECIFY NO. OF TIMES_____

FANCY RESTAURANTS

2. My next questions concern fancy, more expensive restaurants. By fancy restaurants, we mean moderately priced to expensive restaurants where alcoholic beverages are available and customers are served at tables. In just the past month, have you eaten at a fancy restaurant, or not?

YES.....1
NO/DK (SKIP TO Q.6).....2

---

3. When you go to fancy restaurants, what is the main reason you eat out rather than at home? (DO NOT READ CHOICES)

LACK OF TIME.....1
CONVENIENT LOCATION/DID NOT WANT TO COOK.....2
CELEBRATE A SPECIAL EVENT.....3
LIKE TO EAT OUT/ENJOY GOING OUT.....4
BUSINESS MEETING.....5
SHOPPING.....6
TRAVELING.....7
OTHER_____

_____....8
(PLEASE SPECIFY/CIRCLE CODE)
DON'T KNOW.....9

---

4. Which meal do you usually eat at fancy restaurants?

BREAKFAST.....1
LUNCH/NOON MEAL.....2
DINNER/EVENING MEAL.....3
SNACK.....4
OTHER_____.....5
(PLEASE SPECIFY/CIRCLE CODE)
DON'T KNOW.....6

---

5. People have different expectations about fancy restaurants. I am going to read you a list of features that describe restaurants in general. For each one, I would like you to rate how much you expect from a fancy restaurant on that particular feature. We will use a scale of numbers from one to five where "one" means you expect very little from a fancy restaurant regarding that feature and "five" means you expect very much.

> IF NECESSARY:
>
> For example, let's say the feature is convenient location. If you expect a fancy restaurant to be not at all convenient, you would rate it a "1." If you expect a fancy restaurant to be very convenient in location, you would rate it a "5." If you expect the convenience of location of a fancy restaurant to fall somewhere between the two extremes, you would rate it a 2, 3 or 4.

The first/next feature is _____ (ROTATE AND READ FEATURES) On a scale from one to five, how much do you expect from a fancy restaurant regarding _____? (READ FEATURE)

ROTATE:	FEATURE	VERY LITTLE				VERY MUCH	DON'T KNOW
____ a.	Appropriate temperature of the food	1	2	3	4	5	6
____ b.	Pleasing appearance of the food	1	2	3	4	5	6
____ c.	Tastiness of food	1	2	3	4	5	6
____ d.	Variety of menu choices	1	2	3	4	5	6
____ e.	Freshness of raw ingredients	1	2	3	4	5	6
____ f.	Food cooked the way you ask for it	1	2	3	4	5	6
____ g.	Food garnished the way you ask for it	1	2	3	4	5	6
____ h.	No wait to be served or seated	1	2	3	4	5	6
____ i.	Restaurant employees who greet you with a smile	1	2	3	4	5	6

	FEATURES	VERY LITTLE				VERY MUCH	DON'T KNOW
____ j.	Restaurant employees who wear a name tag	1	2	3	4	5	6
____ k.	Quickness of food delivery	1	2	3	4	5	6
____ l.	Restaurant employees who ask if you want anything else	1	2	3	4	5	6
____ m.	Restaurant employees who tell you when your order will be ready	1	2	3	4	5	6
____ n.	Restaurant employees who ask if your meal was all right	1	2	3	4	5	6
____ o.	Comfortable room temperature	1	2	3	4	5	6
____ p.	Attractive room decorations	1	2	3	4	5	6
____ q.	Cleanliness	1	2	3	4	5	6
____ r.	Cleanliness of the bathrooms	1	2	3	4	5	6
____ s.	Comfortable seating	1	2	3	4	5	6
____ t.	Quiet eating atmosphere	1	2	3	4	5	6
____ u.	Availability of beer and wine	1	2	3	4	5	6
____ v.	Availability of a full bar with beer, wine and liquor	1	2	3	4	5	6

6. On the average, how many times a month do you eat at a fancy restaurant?

SPECIFY NO. OF TIMES _____
LESS THAN ONCE A MONTH.....1
NEVER.....2
DON'T KNOW.....3

FAMILY RESTAURANTS

7. My next questions concern family restaurants or coffee shops, not at a school or a place of business. By family restaurants and coffee shops, we mean the moderately priced restaurants that have a rather wide menu where customers are usually served at tables. In just the past two weeks, have you eaten at or had carry-out food from a family restaurant, or not?

YES.....1
NO/DK (SKIP TO Q.11).....2

---

8. When you go to family restaurants, what is the main reason you eat out rather than at home? (DO NOT READ CHOICES)

LACK OF TIME.....1
CONVENIENT LOCATION/DID NOT WANT TO COOK.....2
CELEBRATE A SPECIAL EVENT.....3
LIKE TO EAT OUT/ENJOY GOING OUT.....4
BUSINESS MEETING.....5
SHOPPING.....6
TRAVELING.....7
OTHER_____
_____....8
(PLEASE SPECIFY/CIRCLE CODE)
DON'T KNOW.....9

---

9. Which meal do you usually eat at family restaurants?

BREAKFAST.....1
LUNCH/NOON MEAL.....2
DINNER/EVENING MEAL.....3
SNACK.....4
OTHER_____.....5
(PLEASE SPECIFY/CIRCLE CODE)
DON'T KNOW.....6

---

10. People have different expectations about family restaurants. I am going to read you a list of features that describe restaurants in general. For each one, I would like you to rate how much you expect from a family restaurant on that particular feature. We will use a scale of numbers from one to five where "one" means you expect very little from a family restaurant regarding that feature and "five" means you expect very much.

> IF NECESSARY:
>
> For example, let's say the feature is convenient location. If you expect a family restaurant to be not at all convenient, you would rate it a "1." If you expect a family restaurant to be very convenient in location, you would rate it a "5." If you expect the convenience of location of a family restaurant to fall somewhere between the two extremes, you would rate it a 2, 3 or 4.

The first/next feature is _____. (ROTATE AND READ FEATURES) On a scale from one to five, how much do you expect from a family restaurant regarding _____? (READ FEATURE)

ROTATE:	FEATURE	VERY LITTLE				VERY MUCH	DON'T KNOW
____ a.	Appropriate temperature of the food	1	2	3	4	5	6
____ b.	Pleasing appearance of the food	1	2	3	4	5	6
____ c.	Tastiness of food	1	2	3	4	5	6
____ d.	Variety of menu choices	1	2	3	4	5	6
____ e.	Freshness of raw ingredients	1	2	3	4	5	6
____ f.	Food cooked the way you ask for it	1	2	3	4	5	6
____ g.	Food garnished the way you ask for it	1	2	3	4	5	6
____ h.	No wait to be served or seated	1	2	3	4	5	6
____ i.	Restaurant employees who greet you with a smile	1	2	3	4	5	6

	FEATURES	VERY LITTLE				VERY MUCH	DON'T KNOW
____ j.	Restaurant employees who wear a name tag	1	2	3	4	5	6
____ k.	Quickness of food delivery	1	2	3	4	5	6
____ l.	Restaurant employees who ask if you want anything else	1	2	3	4	5	6
____ m.	Restaurant employees who tell you when your order will be ready	1	2	3	4	5	6
____ n.	Restaurant employees who ask if your meal was all right	1	2	3	4	5	6
____ o.	Comfortable room temperature	1	2	3	4	5	6
____ p.	Attractive room decorations	1	2	3	4	5	6
____ q.	Cleanliness	1	2	3	4	5	6
____ r.	Cleanliness of the bathrooms	1	2	3	4	5	6
____ s.	Comfortable seating	1	2	3	4	5	6
____ t.	Quiet eating atmosphere	1	2	3	4	5	6
____ u.	Availability of beer and wine	1	2	3	4	5	6
____ v.	Availability of a full bar with beer, wine and liquor	1	2	3	4	5	6

11. On the average, how many times a month do you eat at a family restaurant?

SPECIFY NO. OF TIMES _____
LESS THAN ONCE A MONTH.....1
NEVER.....2
DON'T KNOW.....3

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FAST FOOD RESTAURANTS

12. My next questions concern fast food restaurants, not at a school or a place of business. By fast food restaurants, we mean inexpensive restaurants that usually have a limited menu where customers order at a counter. In just the past two weeks, have you eaten at or had carry-out food from a fast food restaurant, or not? (FORCE INITIAL DON'T KNOW)

YES.....1
NO/DON'T KNOW (SKIP TO Q.16)..2 (1)

---

13. When you go to fast food restaurants, what is the main reason you eat out rather than at home? (DO NOT READ CHOICES)

LACK OF TIME.....1
CONVENIENT LOCATION/DID NOT WANT TO COOK.....2
CELEBRATE A SPECIAL EVENT.....3
LIKE TO EAT OUT/ENJOY GOING OUT.....4
BUSINESS MEETING.....5
SHOPPING.....6
TRAVELING.....7
OTHER _____
_____....8
(PLEASE SPECIFY)
DON'T KNOW.....9 (2)

---

14. Which meal do you usually eat at fast food restaurants?

BREAKFAST.....1
LUNCH/NOON MEAL.....2
DINNER/EVENING MEAL.....3
SNACK.....4
OTHER _____.....5
(PLEASE SPECIFY/CIRCLE CODE)
DON'T KNOW.....6 (3)

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15. People have different expectations about fast food restaurants. I am going to read you a list of features that describe restaurants in general. For each one, I would like you to rate how much you expect from a fast food restaurant on that particular feature. We will use a scale of numbers from one to five where "one" means you expect very little from a fast food restaurant regarding that feature and "five" means you expect very much.

> IF NECESSARY:
>
> For example, let's say the feature is convenient location. If you expect a fast food restaurant to be not at all convenient, you would rate it a "1." If you expect a fast food restaurant to be very convenient in location, you would rate it a "5." If you expect the convenience of location of a fast food restaurant to fall somewhere between the two extremes, you would rate it a 2, 3 or 4.

The first/next feature is _____. (ROTATE AND READ FEATURES) On a scale from one to five, how much do you expect from a fast food restaurant regarding _____? (READ FEATURE)

ROTATE:	FEATURE	VERY LITTLE				VERY MUCH	DON'T KNOW	
____ a.	Appropriate temperature of the food	1	2	3	4	5	6	(4)
____ b.	Pleasing appearance of the food	1	2	3	4	5	6	(5)
____ c.	Tastiness of food	1	2	3	4	5	6	(6)
____ d.	Variety of menu choices	1	2	3	4	5	6	(7)
____ e.	Freshness of raw ingredients	1	2	3	4	5	6	(8)
____ f.	Food cooked the way you ask for it	1	2	3	4	5	6	(9)
____ g.	Food garnished the way you ask for it	1	2	3	4	5	6	(10)
____ h.	No wait to be served or seated	1	2	3	4	5	6	(11)
____ i.	Restaurant employees who greet you with a smile	1	2	3	4	5	6	(12)

	FEATURES	VERY LITTLE				VERY MUCH	DON'T KNOW	FOR OFFICE USE ONLY
____ j.	Restaurant employees who wear a name tag	1	2	3	4	5	6	(13)
____ k.	Quickness of food delivery	1	2	3	4	5	6	(14)
____ l.	Restaurant employees who ask if you want anything else	1	2	3	4	5	6	(15)
____ m.	Restaurant employees who tell you when your order will be ready	1	2	3	4	5	6	(16)
____ n.	Restaurant employees who ask if your meal was all right	1	2	3	4	5	6	(17)
____ o.	Comfortable room temperature	1	2	3	4	5	6	(18)
____ p.	Attractive room decorations	1	2	3	4	5	6	(19)
____ q.	Cleanliness	1	2	3	4	5	6	(20)
____ r.	Cleanliness of the bathrooms	1	2	3	4	5	6	(21)
____ s.	Comfortable seating	1	2	3	4	5	6	(22)
____ t.	Quiet eating atmosphere	1	2	3	4	5	6	(23)
____ u.	Availability of beer and wine	1	2	3	4	5	6	(24)
____ v.	Availability of a full bar with beer, wine and liquor	1	2	3	4	5	6	(25)

16. On the average, how many times a month do you eat at a fast food restaurant?

SPECIFY NO. OF TIMES ____ ____
LESS THAN ONCE A MONTH.....95
NEVER.....96
DON'T KNOW.....97

(26-27)

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Now I would like to read some statements that relate to restaurants in general. After I read each one, please tell me whether you agree or disagree with the statement. The first/next statement is _____ (ROTATE AND READ STATEMENTS AT Q. 17 - 32). Do you agree or disagree with the statement? (WAIT FOR RESPONSE) Do you agree/disagree strongly or just somewhat?

ROTATE:	STATEMENT	AGREE STRNG	AGREE SMWHT	NEITHER AGREE OR DISAG	DISAG SMWHT	DISAG STRNG	DON'T KNOW	
____ 17.	I do not think that fast food restaurants should serve alcoholic beverages.	1	2	3	4	5	6	(28)
____ 18.	I try to go to restaurants that serve salads and vegetables.	1	2	3	4	5	6	(29)
____ 19.	I expect the food at fast food restaurants to be consistent from one visit to the next.	1	2	3	4	5	6	(30)
____ 20.	When eating at a fancy restaurant, I expect the meal to be unique and special.	1	2	3	4	5	6	(31)
____ 21.	I think fast food and family restaurants should accomodate children.	1	2	3	4	5	6	(32)
____ 22.	Waiters and waitresses at fancy restaurants should be knowledgeable about the menu and how the food is prepared.	1	2	3	4	5	6	(33)
____ 23.	I think that it is acceptable to serve alcoholic beverages in restaurants where children are present.	1	2	3	4	5	6	(34)
____ 24.	I think there should be a host or hostess to greet customers when they enter a family restaurant.	1	2	3	4	5	6	(35)
____ 25.	I think there should be a host or hostess to greet customers when they enter a fancy restaurant.	1	2	3	4	5	6	(36)

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	STATEMENT	AGREE STRNG	AGREE SMWHT	NEITHER AGREE OR DISAG	DISAG SMWHT	DISAG STRNG	DON'T KNOW	
____ 26.	A discourteous restaurant employee could keep me from returning to a restaurant.	1	2	3	4	5	6	(37)
____ 27.	It is important for a restaurant to make its customers feel at ease.	1	2	3	4	5	6	(38)
____ 28.	I think that fresh flowers and live plants improve a restaurant's atmosphere.	1	2	3	4	5	6	(39)
____ 29.	I expect fancy restaurants to be flexible in preparing special requests.	1	2	3	4	5	6	(40)
____ 30.	It is important for food to look appetizing in restaurants.	1	2	3	4	5	6	(41)
____ 31.	I expect the food at fancy restaurants to be of much higher quality than family and fast food restaurants.	1	2	3	4	5	6	(42)
____32.	I like to receive prompt attention to my needs at a fancy restaurant.	1	2	3	4	5	6	(43)

I have just a few more questions for statistical purposes.

33. How many wage earners are there in your household?

ONE.....1
TWO.....2
THREE.....3
FOUR.....4
FIVE.....5
SIX OR MORE.....6
REFUSED.....7 (44)

34. Is there a wife or a mother in your household who works outside of your home? (IF "YES," ASK:) Is that full-time or part-time?

YES/FULL TIME.....1
YES/PART TIME.....2
NO.....3
REFUSED.....4 (45)

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35. What is your age, please?

18 - 24.....1
25 - 34.....2
35 - 44.....3
45 - 54.....4
55 - 64.....5
65 AND OLDER.....6
REFUSED.....7 (46)

---

36. How many people are currently living in your household?

ONE.....1
TWO.....2
THREE.....3
FOUR.....4
FIVE OR MORE.....5
REFUSED.....6 (47)

---

37. Which category best describes your marital status? Are you _____ (READ CHOICES)?

SINGLE.....1
DIVORCED.....2
SEPARATED.....3
WIDOWED.....4
MARRIED.....5
REFUSED (DO NOT READ).....6 (48)

---

38. Are there any children under 18 years of age living in your household?

YES.....1
NO (SKIP TO Q.40).....2
REFUSED.....3 (49)

---

39. Are the children over or under twelve years of age? (RECORD "12" IN FIRST CATEGORY. IF CHILDREN FALL IN BOTH AGE GROUPS, RECORD "BOTH.")

0 - 12 YEARS.....1
13 - 17 YEARS.....2
BOTH.....3
REFUSED.....4 (50)

---

40. Just to be sure we are representing all groups in our survey, would you describe your racial background as white, black, or some other race?

WHITE.....1
BLACK.....2
OTHER.....3
REFUSED.....4
DON'T KNOW.....5 (51)

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41. Is your total annual household income over or under $20,000 per year?

(UNDER) Is it over or under $15,000 per year?

(UNDER) Is it over or under $10,000 per year?

(OVER) Is it over or under $25,000 per year?

(OVER) Is it over or under $30,000 per year?

(OVER) Is it over or under $35,000 per year?

UNDER $9,999.....1
$10,000 - $14,999.....2
$15,000 - $19,999.....3
$20,000 - $24,999.....4
$25,000 - $29,999.....5
$30,000 - $34,999.....6
$35,000 OR MORE.....7
REFUSED.....8
DON'T KNOW.....9 (52)

---

42. And just to check, do you have any other telephone numbers in your household besides the one I reached you on? (IF NECESSARY, We are not interested in extensions, just different telephone numbers.)

YES.....1
NO/DON'T KNOW.....2 (53)

---

43. What is your zip code, please? ____ ____ ____ ____ ____ (54-58)

What is your name please? _____

IF REFUSAL, ASK:

May I have your first name then in case my supervisor needs to verify that this interview actually took place?

_____

TELEPHONE ( ) _____
AREA NUMBER

I have re-read this completed questionnaire and certify that all questions requiring answers have been appropriately filled in and that this interview has been obtained from the individual designated.

INTERVIEWER _____ DATE _____

To obtain additional copies of this report, write:

Research Department
National Restaurant Association
311 First Street, N.W.
Washington, D.C. 20001
(Order Number CS 925)

For information concerning the substance of this report, contact:

Bette B. Hoyt
Research Manager
National Restaurant Association
311 First Street, N.W.
Washington, D.C. 20001

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CONSUMER ATTITUDE AND BEHAVIOR STUDY

CONSUMER PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS

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OBJECTIVES OF THE STUDY

Interest in ethnic foods is expanding. Consumers have been ordering more ethnic foods in restaurants over the past several years, and the industry has responded to this trend by offering new menu items and developing new restaurant concepts. To provide restaurateurs with reliable information on the popularity of and desire for various ethnic foods, the National Restaurant Association conducted a consumer survey in late August and early September, 1983.

The purpose of the survey was to determine which ethnic foods are eaten most often in restaurants, how frequently the foods are ordered and what the likelihood is of ordering specific ethnic foods in the future. In addition, general attitudes about ethnic foods were sought. This report highlights these consumer preferences and attitudes.

As restaurant operators read through this report they will be able to relate their own experiences to the discussion and observe which demographic groups want specific ethnic foods and which segments are likely to order the foods again. The results of this survey are intended to assist restaurateurs in becoming more effective decision makers by increasing their knowledge of consumer preferences for ethnic foods in restaurants. The information can be helpful when making the following types of decisions.

- Determining an ethnic food concept for a new restaurant,
- Determining menu additions and deletions,
- Determining advertising and promotional campaigns.

HOW THE STUDY WAS CONDUCTED

Data for this report were obtained from a telephone survey conducted from August 12 to September 3, 1983. The results are based on 800 completed interviews with adults 18 years old and older. (These adults were not necessarily the male or female head of household.) All individuals interviewed had eaten at or had carry-out food from a restaurant or fast food place at least once in the two weeks prior to the survey. The field and data processing work for this study were performed by Burke Marketing Research, a national market research firm headquartered in Cincinnati, Ohio.

A random national telephone number list sample was used to contact interviewees. The sample includes essentially every household with a listed number in the United States. In order to include households with unlisted telephone numbers, Burke used the "+1" procedure. The sample was weighted to reflect the proportion of males and females in the U.S. population. The weighted sample has a base of 804 cases.

A profile of the respondents can be found on the following page.

PROFILE OF RESPONDENTS

	PERCENT OF RESPONDENTS
SEX	
Male	47.9%
Female	52.0%
AGE	
18-24	18.9%
25-34	32.2%
35-54	31.8%
55 and over	16.8%
HOUSEHOLD SIZE	
1 person	12.8%
2 persons	30.0%
3 persons	18.2%
4 or more persons	38.9%
WORKING WIFE OR MOTHER IN HOUSEHOLD*	
Yes	47.6%
No	52.4%
CHILDREN 12 YEARS AND YOUNGER IN THE HOUSEHOLD*	
Yes	42.6%
No	57.4%
CHILDREN 13 TO 19 YEARS OLD IN THE HOUSEHOLD*	
Yes	30.4%
No	69.6%
HOUSEHOLD INCOME	
Under $15,000	16.1%
$15,000 - $24,999	30.4%
$25,000 - $34,999	22.8%
$35,000 and over	22.6%

* asked only of those from households with 2 or more members.

NOTES TO THE READER

The analysis of the responses to this consumer attitude and behavior survey is based on responses from individuals age 18 years and older who had eaten at or had carry out food from a restaurant or fast food place at least once in the two week period prior to the survey. A total of 17 different ethnic foods were included on the survey, and these foods are:

British	Indian
Scandinavian	Mexican
German	Spanish
French	Latin American
Italian	Russian
Middle Eastern	Eastern European
African	Chinese
Greek	Japanese

Other Oriental

Individuals were asked about the ethnic food in general and not about a specific menu item. For example, respondents were asked if they had ever eaten Mexican food at a restaurant but were not asked if they had ever eaten a taco.

A copy of the questionnaire used for this survey can be found at the end of this report. Responses have been analyzed in various ways, including demographic characteristics (sex, age, income, household size), frequency of eating out, type of ethnic food ordered and intent to order in the future.

In order to simplify the analysis, restaurant patrons were classified by their frequency of eating out as follows.

INFREQUENT PATRONS:	Make one or two restaurant visits per month.
OCCASIONAL PATRONS:	Make 3 to 5 restaurant visits per month.
FREQUENT PATRONS:	Make 6 to 10 restaurant visits per month.
VERY FREQUENT PATRONS:	Make 11 or more restaurant visits per month.

In the analysis of how frequently the ethnic foods are ordered, the following definitions are used.

FREQUENTLY ORDER:	Order food once a month or more often. (Also referred to as FREQUENT USERS.)
OCCASIONALLY ORDER:	Order food 3 to 11 times a year. (Also referred to as OCCASIONAL USERS.)

INFREQUENTLY ORDER: Order food once or twice a year or less than once a year. (Also referred to as INFREQUENT USERS.)

The following definitions are used during the discussion on intent to order the ethnic food in the future.

DEFINITELY WILL ORDER:	Rating of 8, 9 or 10.
PROBABLY WILL ORDER:	Rating of 6 or 7.
MIGHT OR MIGHT NOT ORDER:	Rating of 5.
PROBABLY WILL NOT ORDER:	Rating of 3 or 4.
DEFINITELY WILL NOT ORDER:	Rating of 1 or 2.

The following definitions are used during the discussion on respondent attitudes about ethnic foods.

STRONGLY AGREE:	Rating of 8, 9 or 10.
AGREE:	Rating of 6 or 7.
NEITHER AGREE NOR DISAGREE:	Rating of 5.
DISAGREE:	Rating of 3 or 4.
STRONGLY DISAGREE:	Rating of 1 or 2.

Other things to be considered when reading this report include:

- When mean value scores were calculated, "Don't Know" responses were removed from the base.
- In some cases percentages may add to slightly more or less than 100 percent due to rounding.
- In some cases the sample size is small, and caution should be used when interpreting the results. An asterisk (*) has been used in this report to indicate when this occurs.
- In Figures II-9 through II-15, have eaten/will purchase refers to those respondents who have eaten the ethnic food and who stated they definitely will order it again (rating of 8, 9 or 10).

EXECUTIVE SUMMARY

- Ethnic foods are very popular with American consumers.

- Italian food is the best known, most tried, most frequently ordered and most likely to be ordered again ethnic food in restaurants.

- Chinese and Mexican foods rank 2 and 3 as popular ethnic foods in restaurants, and they are followed by German, French, Greek and Japanese.

- Men, people between the ages of 35 and 54, frequent restaurant patrons, singles, married couples with no children and upper income individuals report having ordered an average of 8 or 9 different ethnic foods versus an average of 7 for all respondents.

- Among consumers who have eaten more than one ethnic food, slightly more than one-third consider Italian their favorite. About one in four prefer Chinese, and one in five prefer Mexican.

- A consumer's intent to order a food in the future is affected by prior experience with that ethnic food. The intent to order again among consumers who have tried the ethnic food previously is higher than for consumers who have not tried the food.

- If a consumer has not tried an ethnic dish in a restaurant, the future intent to order is generally poor, regardless of the ethnic dish.

- Overall, consumers tend to agree with the following ethnic food attitude statements:

    - I would try more ethnic dishes if they were available at restaurants.

    - I wish more ethnic dishes were available at family style restaurants.

    - I like to try items I have never eaten before when I eat out.

- Agreement is somewhat less enthusiastic for, "I wish fast food places offered more ethnic items."

- About as many consumers agree as disagree with these statements:

    - I am eating more ethnic foods at restaurants now than I did 3 years ago.

    - I like hot and spicy ethnic dishes.

- Consumers tend to disagree with, "Ethnic foods are difficult to prepare at home."

SECTION I

ETHNIC FOOD CONSUMPTION IN RESTAURANTS

SECTION I

ETHNIC FOOD CONSUMPTION IN RESTAURANTS

In this section:

- What types of ethnic foods are ordered by consumers when dining away from home?
- Who is likely to order various ethnic foods in restaurants?
- How frequently do consumers order various ethnic foods in restaurants?
- Which ethnic foods do consumers like best?
- What is the likelihood of ordering specific ethnic foods in the future?

A. Types of Ethnic Foods Ordered by Consumers

Restaurant patrons show a marked preference for Italian foods, and the results of this survey indicate that Italian food will retain its popularity with restaurant patrons. Of the 17 ethnic foods included on this consumer survey, Italian was by far the best known, the most tried, the most frequently ordered and the most likely to be tried again in the future. Almost all surveyed consumers (94.0 percent) have eaten Italian food in a restaurant at least once. The popularity of this type of ethnic food is further substantiated by the high proportion of consumers who have eaten Italian food more than once in a restaurant -- 91.0 percent -- and who are very likely to order it again -- 71.7 percent. Part of the reason for this popularity is the large number of Italian/pizza restaurants across the country as well as the continuing popularity of such Italian foods as pizza and spaghetti.

Chinese and Mexican foods are also favorites with restaurant patrons, and they too should remain popular with the dining out public. Nearly nine out of ten respondents reported they had eaten these two types of ethnic foods in restaurants at least once. In addition, the vast majority have eaten these foods on more than one occasion, and most will likely order them again.

German, French, Greek and Japanese foods are also favorites with restaurant patrons. More than half reported that they have tried these ethnic foods in restaurants at least once. Spanish, British and Eastern Eurpoean are somewhat less popular, having been tried by approximately four out of ten consumers. The remaining ethnic foods on the survey are ordered infrequently, and the intent to order for each is relatively low, as shown in Figure I-1, on page 9.

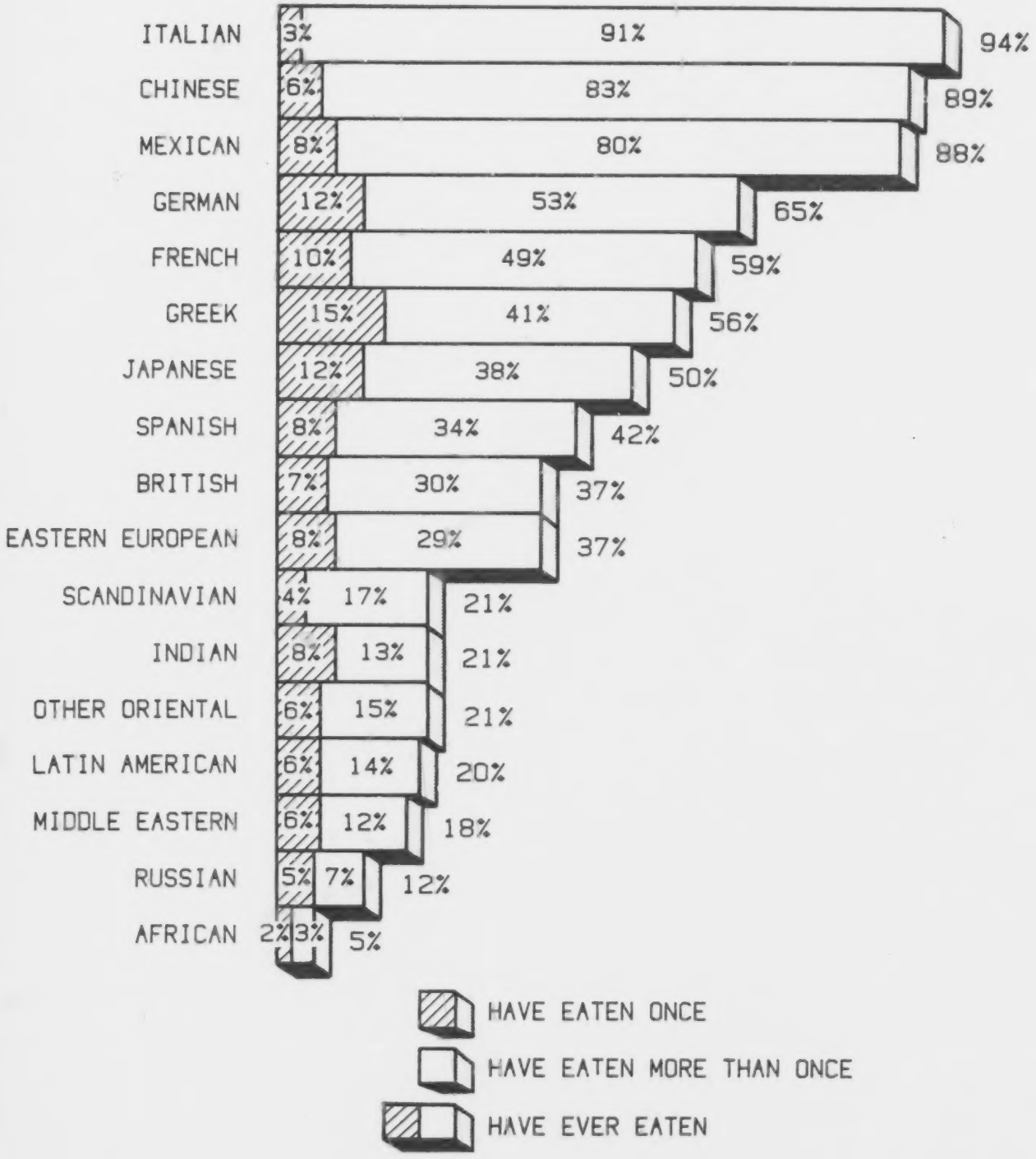
FIGURE I-1

POPULARITY AND USE OF ETHNIC FOODS IN RESTAURANTS

ETHNIC FOOD	GENERAL USE	FREQUENCY OF USE	LIKELIHOOD OF FUTURE USE
Italian	Very high	Very frequent	Very likely
Chinese	Very high	Very frequent	Likely
Mexican	Very high	Very frequent	Likely
German	High	Frequent	Likely
French	High	Frequent	Likely
Greek	High	Frequent	Somewhat likely
Japanese	High	Frequent	Likely
Spanish	Somewhat high	Somewhat infrequent	Likely
British	Somewhat low	Somewhat infrequent	Somewhat likely
Eastern European	Somewhat low	Somewhat infrequent	Somewhat unlikely
Scandinavian	Low	Infrequent	Somewhat likely
Indian	Low	Infrequent	Somewhat unlikely
Other Oriental	Low	Infrequent	Likely
Latin American	Low	Infrequent	Somewhat likely
Middle Eastern	Low	Infrequent	Somewhat likely
Russian	Very low	Very infrequent	Unlikely
African	Very low	Very infrequent	Somewhat unlikely

FIGURE I-2

USAGE OF ETHNIC FOODS IN RESTAURANTS



B. Profiles of Ethnic Food Users and Non-Users

Generally men, people between the ages of 35 and 54, frequent restaurant patrons, singles, married couples with no children and upper income individuals are most likely to order ethnic foods at restaurants, according to the results of this consumer survey. Respondents from each of these categories reported having eaten an average of 8 or 9 different ethnic foods versus about 7 for all respondents. Ethnic food consumption in restaurants should continue to rise because many of these demographic groups are forecast to increase, especially the number of singles, people over 35 years old and households earning more than $35,000.

Differences in the characteristics of users and non-users of each of the 17 ethnic foods are noted on the exhibits on the following pages. Because of the large number of users of Italian, Chinese and Mexican foods, the profiles for each include only users. (Refer to Figures I-3, I-4 and I-5.) However, the users have been divided into three segments -- frequent users (about once a month or more often), occasional users (3 to 11 times a year) and infrequent users (once or twice a year or less than once a year).

FIGURE I-3

ITALIAN FOOD: CHARACTERISTICS OF USERS

FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS
Men	Women	55 years old and older
Under 35 years old	35 to 54 year olds	Infrequent restaurant patrons
Very frequent and frequent restaurant patrons	Infrequent and occasional restaurant patrons	Households with incomes under $25,000
Singles	Households with a working wife or mother	
Households with incomes over $35,000	4 or more person households	
	Households with incomes between $25,000 and $35,000	

FIGURE I-4

CHINESE FOOD: CHARACTERISTICS OF USERS

FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS
Men	18 to 24 year olds	55 years old and older
25 to 34 year olds	Occasional restaurant patrons	Infrequent restaurant patrons
Very frequent and frequent restaurant patrons	Households with teenagers	Households with incomes between $15,000 and $25,000
Singles	Households with a working wife or mother	
Households with incomes over $35,000	3 person households	
	Households with incomes between $25,000 and $35,000	

FIGURE I-5

MEXICAN FOOD: CHARACTERISTICS OF USERS

FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS
Men	Women	35 years old and older
18 to 24 year olds	25 to 34 year olds	Infrequent and occasional restaurant patrons
Very frequent and frequent restaurant patrons	Infrequent and occasional restaurant patrons	Households with incomes between $15,000 and $25,000
Singles	Households with children under 13 years old	
Households with incomes over $25,000	3 person households	
	Households with incomes under $15,000	

FIGURE I-6

GERMAN FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
35 years old and older	Under 35 years old
Very frequent and frequent restaurant patrons	Occasional restaurant patrons
Singles	Households with children
Households with incomes over $35,000	3 or more person households
	Households with incomes under $25,000

FIGURE I-7

FRENCH FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
18 to 24 year olds	25 to 34 year olds
35 to 54 year olds	Occasional restaurant patrons
Very frequent restaurant patrons	Households with children under 13 years old
Singles	3 or more person households
Households with incomes over $35,000	Households with incomes under $25,000

FIGURE I-8

GREEK FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Men	Women
35 years old and older	18 to 24 year olds
Very frequent restaurant patrons	Infrequent and occasional restaurant patrons
Singles	Households with children
2 person households	3 or more person households
Households with incomes over $35,000	Households with incomes under $15,000

FIGURE I-9

JAPANESE FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Men	Women
25 to 54 year olds	18 to 24 year olds
Very frequent and frequent restaurant patrons	55 years old and older
2 person households	Occasional restaurant patrons
Households with incomes over $35,000	Households with children under 13 years old
	3 or more person households
	Households with incomes under $15,000

FIGURE I-10

SPANISH FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Men	Women
35 to 54 year olds	55 years old and older
Very frequent restaurant patrons	Occasional restaurant patrons
Households with teenagers	Households with children under 13 years old
Singles	3 or more person households
Households with incomes over $35,000	Households with incomes under $15,000

FIGURE I-11

BRITISH FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Men	Women
35 years old and older	25 to 34 year olds
Very frequent restaurant patrons	Occasional and infrequent restaurant patrons
Singles	Households with children under 13 years old
2 person households	3 person households
Households with incomes over $35,000	Households with incomes under $15,000

FIGURE I-12

EASTERN EUROPEAN FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Men	Women
35 years old and older	18 to 24 year olds
Very frequent and frequent restaurant patrons	Occasional restaurant patrons
Singles	Households with children and teenagers
2 person households	Households with a working wife or mother
Households with incomes over $35,000	3 or more person households
	Households with incomes under $15,000

FIGURE I-13

SCANDINAVIAN FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Men	Under 35 years old
35 years old and older	Occasional restaurant patrons
Very frequent and frequent restaurant patrons	Households with children
Singles	3 or more person households
2 person households	Households with incomes under $15,000
Households with incomes over $35,000	

FIGURE I-14

INDIAN FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
25 to 34 year olds	55 years old and older
Very frequent restaurant patrons	Infrequent restaurant patrons
2 person households	Households with children
Households with incomes over $35,000	4 or more person households
	Households with incomes under $35,000

FIGURE I-15

OTHER ORIENTAL FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Men	Women
18 to 34 year olds	55 years old and older
Very frequent restaurant patrons	Infrequent restaurant patrons
2 person households	Households with children under 13 years old
Households with incomes over $25,000	3 or more person households
	Households with incomes under $15,000

FIGURE I-16

LATIN AMERICAN FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Men	Women
35 to 54 year olds	25 to 34 year olds
Very frequent restaurant patrons	Infrequent and occasional restaurant patrons
Singles	Households with children under 13 years old
Households with incomes over $35,000	4 or more person households
	Households with incomes under $15,000

FIGURE I-17

MIDDLE EASTERN FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Men	Women
25 to 34 year olds	18 to 24 year olds
Very frequent restaurant patrons	55 years old and older
Singles	Infrequent and occasional restaurant patrons
2 person households	Households with children
Households with incomes over $35,000	Households with incomes under $15,000

FIGURE I-18

RUSSIAN FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Men	Women
55 years old and older	25 to 34 year olds
Very frequent restaurant patrons	Occasional restaurant patrons
2 person households	Households with children and teenagers
Households with incomes over $35,000	Households with a working wife or mother
	3 person households
	Households with incomes under $15,000

NOTE: The sample size for Russian food users was small, and as a result, these findings should be used with caution.

FIGURE I-19

AFRICAN FOOD: CHARACTERISTICS OF USERS AND NON-USERS

LIKELY TO HAVE TRIED	NOT LIKELY TO HAVE TRIED
Women	Men
18 to 24 year olds	25 to 34 year olds
55 years old and older	Occasional restaurant patrons
Infrequent restaurant patrons	Households with children under 13 years old
Very frequent restaurant patrons	One person households
Households with teenagers	3 person households
2 person households	Households with incomes over $25,000
Households with incomes under $25,000	

NOTE: The sample size for African food users was small, and as a result, these findings should be used with caution.

C. Frequency of Ordering Ethnic Foods

Consumers who had ordered a particular ethnic food were asked how frequently they order such foods when dining away from home. The more popular ethnic foods -- Italian, Chinese and Mexican -- are ordered frequently by consumers. On the other hand, the less popular ethnic foods tend to be ordered on an occasional or infrequent basis.

In the case of the most popular food, Italian, nine out of ten consumers who have eaten Italian food at a restaurant reported they have eaten such foods in a restaurant more than once. In addition, about four out of ten said they order Italian food at public eating places at least once a month. An identical proportion of the Mexican food eaters also order Mexican food once a month or more often. Chinese is eaten at least once a month by 31.6 percent of consumers.

For the remaining ethnic foods, about one out of ten consumers could be classified as frequent users. The only exception is Spanish food where 20.4 percent reported they order Spanish dishes in restaurants at least once a month. The majority of these remaining ethnic food users tend to order the foods on an infrequent basis, as shown on Figure I-20 on the next page.

FIGURE I-20

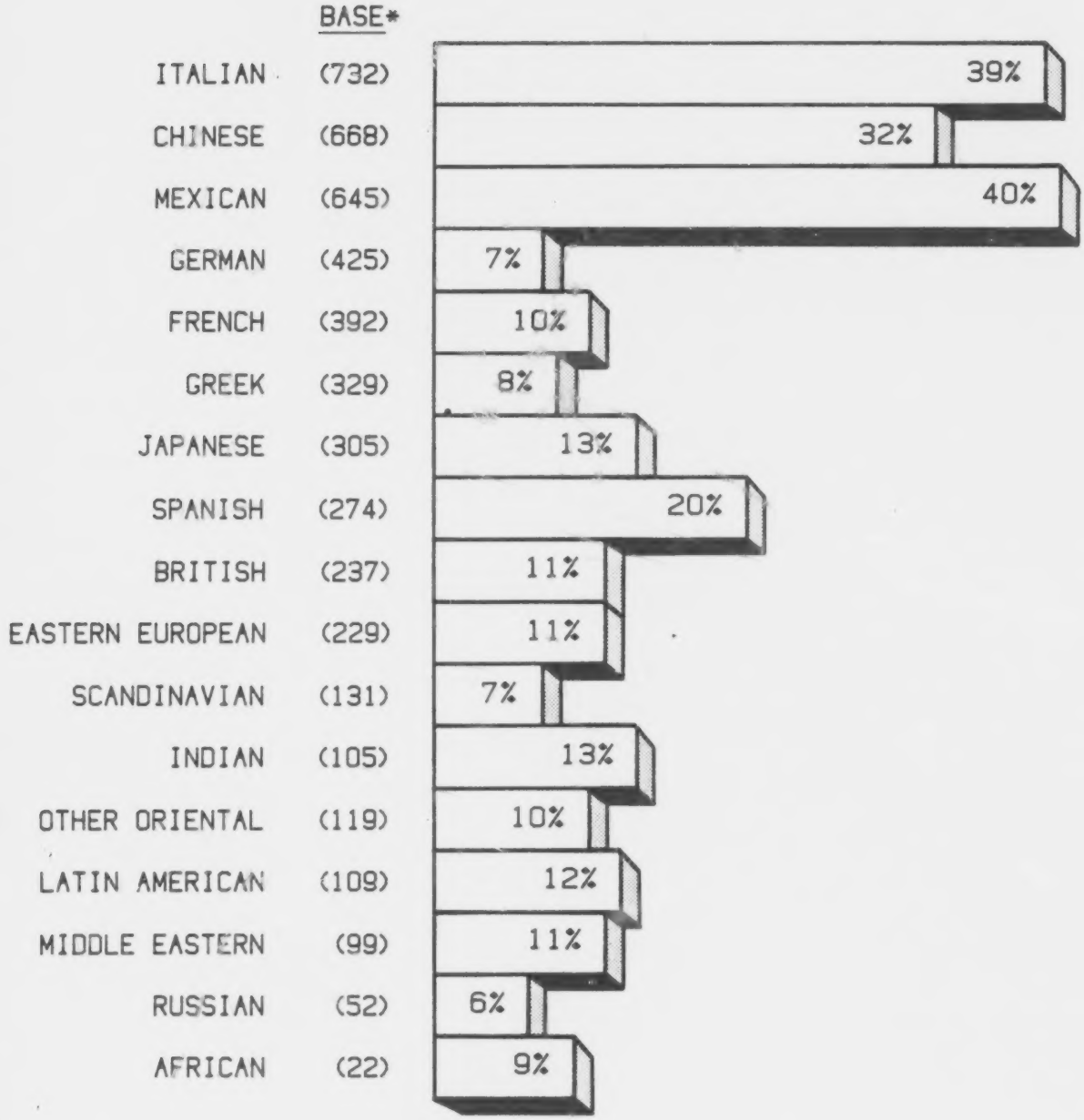
FREQUENCY OF ORDERING ETHNIC FOODS IN RESTAURANTS

	PERCENT OF RESPONDENTS WHO ORDER...		
ETHNIC FOOD	FREQUENTLY	OCCASIONALLY	INFREQUENTLY
Italian	39.1%	45.3%	15.4%
Chinese	31.6%	43.3%	25.3%
Mexican	40.5%	37.1%	21.9%
German	6.6%	43.0%	48.9%
French	10.5%	47.2%	41.8%
Greek	8.5%	31.9%	59.9%
Japanese	13.1%	41.0%	45.9%
Spanish	20.4%	45.6%	33.9%
British	11.0%	37.2%	51.5%
Eastern European	10.9%	35.8%	53.3%
Scandinavian	6.9%	36.6%	54.9%
Indian	13.3%	23.8%	61.9%
Other Oriental	10.1%	38.7%	50.4%
Latin American	11.9%	39.5%	48.7%
Middle Eastern	11.1%	38.0%	48.4%
Russian*	5.8%	15.4%	78.9%
African*	9.1%	40.9%	50.0%

*Small sample size, use caution when interpreting the results.

FIGURE I-21

PROPORTION WHO ORDER ETHNIC FOODS IN RESTAURANTS ONCE A MONTH OR MORE OFTEN



* RESPONDENTS WHO HAVE EATEN FOOD MORE THAN ONCE.

D. Ethnic Foods Liked Best

As might be expected, among all consumers who have eaten more than one ethnic food, Italian is considered the favorite. Slightly more than one-third, 35.5 percent, of those interviewed claim they like Italian food best. Further behind is Chinese food -- with about one in four saying this is their favorite ethnic food. Mexican is preferred by about one in five. Cumulatively, these three ethnic foods account for approximately 80 percent of the consumers choice for "best" ethnic food. French (7.5 percent) and German (6.3 percent) are the only other foods mentioned by an appreciable number of respondents. (A Gallup survey also showed that Italian, Chinese and Mexican were the favorite ethnic foods of American consumers.)

These preference patterns are fairly stable across demographic sub-groups. Italian consistently remains the top choice. However, certain groups show a preference for Mexican food over Chinese food, and these include:

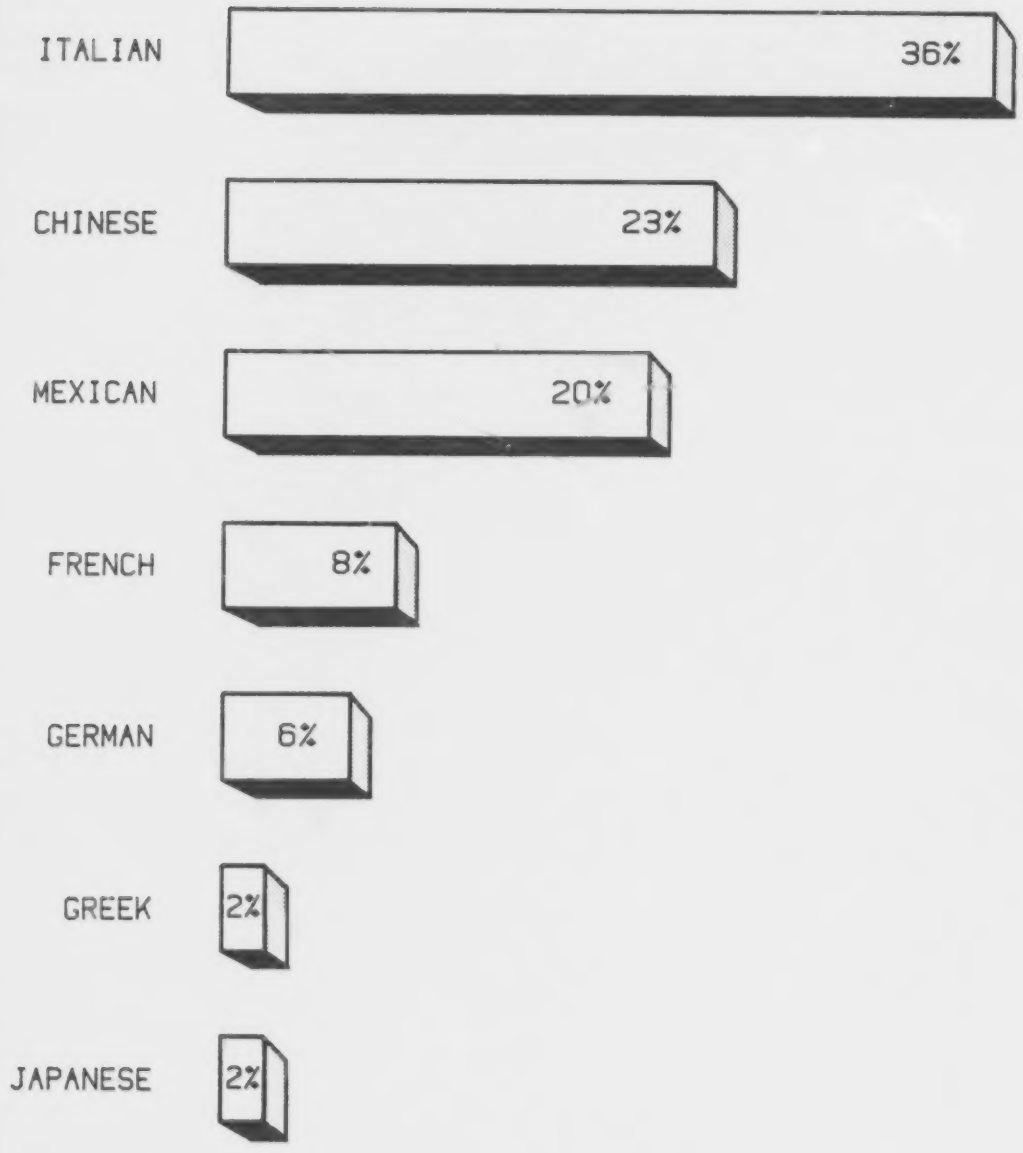
- 18 to 24 year olds,
- 25 to 34 year olds,
- Households with a working wife or mother,
- 2 person households,
- Households with incomes between $15,000 and $35,000.

In addition, some segments prefer German foods to French foods.

- Men,
- People 55 years old and older,
- Infrequent restaurant patrons,
- 3 person households,
- Households with incomes under $25,000.

FIGURE I-22

ETHNIC FOOD LIKED BEST IN RESTAURANTS



E. Intent to Order Ethnic Foods in the Future

Respondents were asked to specify their intent to order each of the 17 specific ethnic foods in the future. This was accomplished by using a numeric ten point scale where 10 indicated "definitely will order," 5 indicated "might or might not order" and 1 indicated "definitely will not order." A summary of the responses is shown in Figures I-23 and I-24.

Not unexpectedly, a consumer's intent to order a food in the future is affected by prior experience with that ethnic food. Among consumers who have tried the ethnic food previously, mean values and the proportion who are very likely to try again (ratings of 8, 9 or 10) are consistently higher than are the figures for consumers who have not tried the food. (Refer to Figures I-23 an I-24.)

Italian, Chinese and Mexican foods can be expected to maintain their popularity as the nation's favorite ethnic foods to order in restaurants. Italian was the only ethnic food to attain a mean value rating greater than 8.0, and its 71.7 percent very likely to order score is also the highest among the 17 food types. Chinese and Mexican achieved virtually identical scores among consumers who have tried these dishes. Mean value scores for each were about 7.5 and very likely to order scores were approximately 60.0 percent. These facts indicate that consumers who have tried Italian, Chinese and Mexican dishes will be ordering them again. On the other hand, those who have not tried these foods are unlikely to order them. The small proportion of the dining out public who has never tried these ethnic foods probably does not like them and will not eat them at home or away from home.

German, French, Greek and Japanese should also remain relatively popular. Most of the people who have tried these dishes at least once can be expected to do so again. Approximately four out of ten users of these foods stated they are very likely to try them again.

Consumers are less likely to try the less popular ethnic foods again. Fewer people have tried these dishes, and those that have are not particularly enthusiastic about trying them again. For three ethnic foods in particular -- Indian, African and Russian -- the mean value scores are in the 5.0 range, indicating uncertainty about ordering the food again in the future.

Among the dining out public who have not tried an ethnic food, there is a general tendency not to want to try it in the future. The very likely to order scores for all 17 ethnic foods for this group are about 10 percent. British and Spanish are the only exceptions, each with about 17.0 percent indicating they are very likely to order these foods. However, no food type exceeds a mean value score above 4.5 among the non-triers. Even the minority of consumers who have not eaten Italian, Chinese and Mexican dishes at a restaurant indicate little desire to change their habits. Chinese, with a mean value score of 3.0, and Mexican, with a mean

value score of 3.1, have the lowest such scores of the 17 ethnic foods. Perhaps consumers who have not tried these types of foods are well aware of the kinds of items they involve (egg rolls, fried rice, tacos, burritos) and have already decided they would not like them anyway. However, some non-users may be more willing to try a more "unknown" ethnic food since they are not sure what ingredients are in the dish.

On pages 31 through 38 highlights of groups likely to order 15 different types of ethnic foods again can be found. (NOTE: These are based on those respondents who have tried the food at least once.) African and Russian foods have not been included because of the small number of consumers who have tried such dishes in restaurants.

FIGURE I-23

INTENT TO ORDER ETHNIC FOOD

ETHNIC FOOD	MEAN VALUE TOTAL	HAVE TRIED	HAVE NOT TRIED
Italian	8.0	8.2	3.8*
Chinese	7.1	7.6	3.0*
Mexican	6.9	7.4	3.1*
German	5.6	6.4	4.3
French	5.8	6.9	4.4
Greek	5.0	6.0	3.7
Japanese	5.2	6.5	3.9
Spanish	5.3	6.4	4.5
British	5.1	6.1	4.5
Eastern European	4.6	5.9	3.8
Scandinavian	4.6	5.8	4.3
Indian	4.0	5.3	3.6
Other Oriental	4.1	6.1	3.6
Latin American	4.4	5.8	4.0
Middle Eastern	3.8	5.8	3.3
Russian	3.9	4.8*	3.8
African	3.4	5.3*	3.3

* Small sample size, use caution when interpreting results.

FIGURE I-24

PROPORTION WHO ARE VERY LIKELY TO
ORDER ETHNIC FOOD AGAIN

	PERCENT OF RESPONDENTS		
ETHNIC FOOD	TOTAL	HAVE TRIED	HAVE NOT TRIED
Italian	68.0%	71.7%	10.5%*
Chinese	55.9%	61.6%	9.0%*
Mexican	51.7%	57.7%	7.6%*
German	30.6%	40.0%	13.4%
French	32.4%	45.0%	14.5%
Greek	22.2%	33.6%	7.4%
Japanese	28.4%	43.9%	12.8%
Spanish	26.7%	39.9%	17.0%
British	23.9%	35.1%	17.4%
Eastern European	17.8%	29.2%	11.4%
Scandinavian	18.7%	33.4%	14.9%
Indian	12.8%	27.1%	9.0%
Other Oriental	18.0%	42.4%	11.4%
Latin American	17.4%	33.3%	13.6%
Middle Eastern	13.5%	34.5%	8.7%
Russian	12.8%	19.0%*	11.6%
African	10.3%	32.6%*	9.1%

* Small sample size, use caution when interpreting results.

NOTE: Proportion based on percentage of respondents who gave an 8, 9 or 10 rating of intent to order again.

FIGURE I-25

ITALIAN FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
Men	Women
18 to 34 year olds	35 to 54 year olds
Very frequent and frequent restaurant patrons	Occasional restaurant patrons
Households with children and teenagers	Households with incomes between $15,000 and $25,000
Households with a working wife or mother	
Singles	
3 or more person households	
Households with incomes over $25,000	

FIGURE I-26

CHINESE FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 34 year olds	Women
Very frequent and frequent restaurant patrons	Households with children under 13 years old
Households with teenagers	Households with a working wife or mother
4 or more person households	Singles
Households with incomes over $35,000	3 person households

FIGURE I-27

MEXICAN FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 34 year olds	Occasional restaurant patrons
Frequent restaurant patrons	Very frequent restaurant patrons
Households with incomes over $35,000	Households with teenagers
	Households with a working wife or mother
	4 or more person households
	Households with incomes between $25,000 and $35,000

FIGURE I-28

GERMAN FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
25 to 34 year olds	18 to 24 year olds
Very frequent restaurant patrons	Households with children under 13 years old
Households with teenagers	2 person households
Households with incomes between $15,000 and $25,000	4 or more person households

FIGURE I-29

FRENCH FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 24 year olds	35 to 54 year olds
Very frequent restaurant patrons	Frequent restaurant patrons
3 person households	Households with teenagers
Households with incomes over $35,000	Households with a working wife or mother
	2 person households
	Households with incomes between $25,000 and $35,000

FIGURE I-30

GREEK FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 24 year olds	25 to 34 year olds
Frequent restaurant patrons	Very frequent restaurant patrons
Households with children under 13 years old	Households with a working wife or mother
3 person households	4 or more person households
	Households with incomes between $25,000 and $35,000

FIGURE I-31

JAPANESE FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 35 year olds	Men
Frequent restaurant patrons	Households with teenagers
Households with incomes over $35,000	Households with a working wife or mother
	4 or more person households

FIGURE I-32

SPANISH FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
Females	Households with children under 13 years old
18 to 34 year olds	Households with a working wife or mother
Very frequent and frequent restaurant patrons	Households with incomes under $15,000
Households with teenagers	
3 or more person households	
Households with incomes between $25,000 and $35,000	

FIGURE I-33

BRITISH FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 24 year olds	Men
Very frequent restaurant patrons	Households with children under 13 years old
Households with teenagers	Households with a working wife or mother
	4 or more person households

FIGURE I-34

EASTERN EUROPEAN FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 24 year olds	25 to 34 year olds
Occasional restaurant patrons	Very frequent restaurant patrons
Households with incomes between $25,000 and $35,000	2 person households
	Households with incomes under $15,000

FIGURE I-35

SCANDINAVIAN FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 24 year olds	Females
Occasional restaurant patrons	35 to 54 year olds
Households with teenagers	Households with children under 13 years old
4 or more person households	Households with incomes between $25,000 and $35,000
Households with incomes between $15,000 and $25,000	

FIGURE I-36

INDIAN FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
25 to 34 year olds	Very frequent restaurant patrons
Households with teenagers	4 or more person households
Households with a working wife or mother	
Households with incomes between $15,000 and $25,000	

FIGURE I-37

OTHER ORIENTAL FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 34 year olds	Men
Very frequent restaurant patrons	Occasional restaurant patrons
Households with teenagers	Households with children under 13 years old
Households with incomes under $15,000	Households with a working wife or mother
	Singles
	4 person households
	Households with incomes over $35,000

FIGURE I-38

LATIN AMERICAN FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 24 year olds	Females
Households with teenagers	25 to 34 year olds
Households with incomes between $25,000 and $35,000	Occasional restaurant patrons
	Singles

FIGURE I-39

MIDDLE EASTERN FOOD: CHARACTERISTICS OF THOSE LIKELY TO ORDER AGAIN

DEFINITELY WILL ORDER	PROBABLY WILL ORDER
18 to 34 year olds	Frequent restaurant patrons
Very frequent restaurant patrons	Singles
Households with teenagers	2 person households
Households with a working wife or mother	4 or more person households
Households with incomes under $25,000	

SECTION II

ETHNIC FOOD ATTITUDES

SECTION II

ETHNIC FOOD ATTITUDES

In this section:

How do consumers feel about ethnic foods and their availability in restaurants?

- How do attitudes about ethnic foods differ among various demographic segments?
- How do attitudes about ethnic foods differ among users and non-users of specific ethnic foods?

A. General Attitudes about Ethnic Foods in Restaurants

One aspect of this consumer attitude and behavior survey dealt with attitudes about ethnic foods and their availability in restaurants. Respondents were asked to state their level of agreement or disagreement with seven statements. (A scale where 10 means very strong agreement, 5 means neither agree nor disagree and 1 means very strong disagreement was used.) This information has been analyzed by examining mean values and the percentage of respondents who strongly agree with the statement (rating of 8, 9 or 10). A summary of these ethnic food attitudes can be found in Figure II-1.

Three statements have similar levels of agreement and mean value scores, and all three indicate that consumers want restaurants to offer more ethnic dishes. Consumers report that they would try more ethnic dishes if they were available at restaurants (47.3 percent), they want family restaurants to offer more ethnic dishes (44.4 percent) and they like to try new items when they dine out (45.9 percent). Many consumers, about one-third, would also like to see fast food places offer more ethnic dishes.

Agreement with "I am eating more ethnic foods at restaurants now than I did 3 years ago" and "I like hot and spicy dishes" is somewhat less -- about 35 percent. In fact, nearly equal proportions disagree as agree with these statements.

Respondents do not generally feel that ethnic foods are difficult to prepare at home. Fewer than three out of ten (28.2 percent) strongly agree with the statement. On the other hand, a nearly equal proportion, 27.5 percent, strongly disagree and 30.6 percent neither agree nor disagree.

FIGURE II-I

ETHNIC FOOD ATTITUDES

STATEMENT	MEAN VALUE	TOP 3 BOXES
I would try more ethnic dishes if they were available at restaurants	6.8	47.3%
I wish more ethnic dishes were available at family style restaurants	6.8	44.4%
I like to try items I have never eaten before when I eat out	6.6	45.9%
I wish fast food places offered more ethnic items on their menus	6.0	36.5%
I am eating more ethnic foods at restaurants now than I did 3 years ago	5.6	35.2%
I like hot and spicy ethnic dishes	5.5	35.4%
Ethnic foods are difficult to prepare at home	5.4	28.2%

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

B. Attitudes about Ethnic Foods by Demographic Segments

An analysis of the level of agreement with each of the seven attitudinal statements for various demographic groups was performed, and some significant differences were found. Figures II-2 through II-8 highlight the responses to these attitudinal questions for the different demographic segments.

Men and women reported statistically equivalent ratings for each statement with one exception. Women tend to favor additional ethnic dishes at fast food restaurants more than men do. Four out of ten female respondents strongly agree with, "I wish fast food places offered more ethnic items on their menus," versus about three out of ten male respondents.

Age affects a consumer's attitude towards ethnic foods and their availability in restaurants, according to the results of this survey. People between 18 and 54 years old are more likely to agree with the seven statements than are those 55 years old and older. The older consumer tends to be indifferent to ethnic foods as witnessed by mean value ratings in the 5.0 range. The 55 and over group has little desire for additional ethnic items on restaurant menus. Approximately one-third strongly agree that they would try more ethnic dishes if they were available at restaurants and three out of ten say the same concerning the availability of more ethnic dishes at family restaurants. On the other hand, half the respondents 18 to 54 years old strongly agree with these two statements. Older consumers do not like hot and spicy ethnic dishes, as shown in Figure II-7. However, respondents from all age groups do not feel that ethnic dishes are difficult to prepare.

An analysis of the responses to these seven statements by household income reveals some statistically significant differences. Lower income people are not likely to be eating more ethnic foods. About one-fourth of the respondents from households with incomes under $15,000 said they strongly agree with, "I am eating more ethnic foods at restaurants now than I did 3 years ago," compared with a higher four out of ten people from other household income groups. On the other hand, upper income people are less likely to strongly agree that fast food places should offer more ethnic dishes than are the other income categories -- 26.3 percent versus about 40 percent. These high income people probably patronize other types of restaurants for ethnic foods. Respondents from all income segments display nearly the same level of agreement with, "I wish more ethnic dishes were available at family style restaurants."

FIGURE II-2

I WOULD TRY MORE ETHNIC DISHES IF THEY WERE AVAILABLE AT RESTAURANTS

	MEAN VALUE	TOP 3 BOXES
TOTAL RESPONDENTS	6.8	47.3%
SEX		
Male	6.7	47.0%
Female	6.8	47.9%
AGE		
18-24	7.3	56.6%
25-34	7.2	52.1%
35-54	6.7	43.7%
55 and over	5.6	33.3%
FREQUENCY OF EATING OUT PER MONTH		
1-2 times	6.5	45.1%
3-5 times	6.6	43.6%
6-10 times	7.2	51.7%
11 or more times	7.0	51.3%
AGES OF CHILDREN IN THE HOUSEHOLD		
12 and under	6.8	49.7%
13-19	7.0	51.7%
WORKING WIFE OR MOTHER IN THE HOUSEHOLD		
Yes	7.1	51.9%
No	6.5	44.0%
HOUSEHOLD SIZE		
1 person	6.6	43.7%
2 persons	7.0	49.4%
3 persons	6.7	46.6%
4 or more persons	6.7	46.9%
HOUSEHOLD INCOME		
Under $15,000	6.2	44.5%
$15,000 - $24,999	6.8	46.2%
$25,000 - $34,999	7.2	52.4%
$35,000 and over	6.9	47.8%

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-3

I WISH MORE ETHNIC DISHES WERE AVAILABLE
AT FAMILY STYLE RESTAURANTS

	MEAN VALUE	*TOP 3 BOXES*
TOTAL RESPONDENTS	6.8	44.4%
SEX		
Male	6.6	41.8%
Female	6.9	47.4%
AGE		
18-24	7.2	50.7%
25-34	7.0	47.6%
35-54	6.7	46.1%
55 and over	5.7	30.3%
FREQUENCY OF EATING OUT PER MONTH		
1-2 times	6.7	44.1%
3-5 times	6.8	44.0%
6-10 times	6.9	44.4%
11 or more times	6.7	45.9%
AGES OF CHILDREN IN THE HOUSEHOLD		
12 and under	6.9	46.7%
13-19	7.0	45.1%
WORKING WIFE OR MOTHER IN THE HOUSEHOLD		
Yes	7.1	48.9%
No	6.4	40.2%
HOUSEHOLD SIZE		
1 person	6.5	45.7%
2 persons	6.7	45.6%
3 persons	6.8	46.6%
4 or more persons	6.8	42.2%
HOUSEHOLD INCOME		
Under $15,000	6.6	45.3%
$15,000 - $24,999	6.9	46.2%
$25,000 - $34,999	7.2	52.0%
$35,000 and over	6.4	36.8%

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-4

I LIKE TO TRY ITEMS I HAVE NEVER EATEN BEFORE WHEN I EAT OUT

	MEAN VALUE	TOP 3 BOXES
TOTAL RESPONDENTS	6.6	45.9%
SEX		
Male	6.5	45.4%
Female	6.6	46.2%
AGE		
18-24	6.9	50.7%
25-34	6.8	48.3%
35-54	6.4	43.8%
55 and over	6.0	40.0%
FREQUENCY OF EATING OUT PER MONTH		
1-2 times	6.4	45.6%
3-5 times	6.5	43.7%
6-10 times	7.0	50.4%
11 or more times	6.7	46.6%
AGES OF CHILDREN IN THE HOUSEHOLD		
12 and under	6.3	44.0%
13-19	6.7	46.5%
WORKING WIFE OR MOTHER IN THE HOUSEHOLD		
Yes	6.8	47.7%
No	6.4	43.3%
HOUSEHOLD SIZE		
1 person	6.7	50.5%
2 persons	6.9	50.6%
3 persons	6.5	44.4%
4 or more persons	6.3	41.2%
HOUSEHOLD INCOME		
Under $15,000	6.6	46.1%
$15,000 - $24,999	6.4	42.8%
$25,000 - $34,999	6.6	45.4%
$35,000 and over	6.8	51.1%

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-5

I WISH FAST FOOD PLACES OFFERED MORE ETHNIC ITEMS ON THEIR MENUS

	MEAN VALUE	TOP 3 BOXES
TOTAL RESPONDENTS	6.0	36.5%
SEX		
Male	5.7	32.4%
Female	6.3	40.2%
AGE		
18-24	6.5	40.2%
25-34	6.4	40.5%
35-54	5.9	36.6%
55 and over	5.0	24.4%
FREQUENCY OF EATING OUT PER MONTH		
1-2 times	5.8	36.1%
3-5 times	6.0	35.3%
6-10 times	6.[illegible]	39.9%
11 or more times	6.1	35.8%
AGES OF CHILDREN IN THE HOUSEHOLD		
12 and under	6.1	39.3%
13-19	6.4	38.1%
WORKING WIFE OR MOTHER IN THE HOUSEHOLD		
Yes	6.3	39.9%
No	5.8	33.0%
HOUSEHOLD SIZE		
1 person	5.8	37.8%
2 persons	6.0	36.5%
3 persons	5.8	34.3%
4 or more persons	6.2	37.1%
HOUSEHOLD INCOME		
Under $15,000	6.0	35.2%
$15,000 - $24,999	6.2	39.2%
$25,000 - $34,999	6.6	46.0%
$35,000 and over	5.3	26.3%

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-6

I AM EATING MORE ETHNIC FOODS AT RESTAURANTS
NOW THAN I DID THREE YEARS AGO

	MEAN VALUE	TOP 3 BOXES
TOTAL RESPONDENTS	5.6	35.2%
SEX		
Male	5.6	33.8%
Female	5.6	36.6%
AGE		
18-24	6.4	43.5%
25-34	6.0	41.3%
35-54	5.3	31.7%
55 and over	4.5	20.7%
FREQUENCY OF EATING OUT PER MONTH		
1-2 times	4.7	19.8%
3-5 times	5.6	36.2%
6-10 times	6.1	42.4%
11 or more times	6.2	47.9%
AGES OF CHILDREN IN THE HOUSEHOLD		
12 and under	5.4	32.0%
13-19	5.6	33.3%
WORKING WIFE OR MOTHER IN THE HOUSEHOLD		
Yes	5.9	40.2%
No	5.3	30.5%
HOUSEHOLD SIZE		
1 person	5.7	35.0%
2 persons	5.6	39.0%
3 persons	5.8	36.4%
4 or more persons	5.5	31.4%
HOUSEHOLD INCOME		
Under $15,000	4.7	25.7%
$15,000 - $24,999	5.7	37.1%
$25,000 - $34,999	5.8	37.1%
$35,000 and over	6.2	40.7%

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-7

I LIKE HOT AND SPICY ETHNIC DISHES

	MEAN VALUE	TOP 3 BOXES
TOTAL RESPONDENTS	5.5	35.4%
SEX		
Male	5.6	38.4%
Female	5.3	33.0%
AGE		
18-24	5.8	38.8%
25-34	6.2	44.0%
35-54	5.4	34.4%
55 and over	3.7	18.5%
FREQUENCY OF EATING OUT PER MONTH		
1-2 times	5.1	30.6%
3-5 times	5.7	37.6%
6-10 times	5.5	32.1%
11 or more times	5.5	42.6%
AGES OF CHILDREN IN THE HOUSEHOLD		
12 and under	5.4	35.2%
13-19	5.3	31.0%
WORKING WIFE OR MOTHER IN THE HOUSEHOLD		
Yes	5.8	37.9%
No	5.2	32.7%
HOUSEHOLD SIZE		
1 person	5.6	39.9%
2 persons	5.4	34.5%
3 persons	5.6	37.6%
4 or more persons	5.4	34.5%
HOUSEHOLD INCOME		
Under $15,000	5.0	29.7%
$15,000 - $24,999	5.5	34.7%
$25,000 - $34,999	5.9	41.5%
$35,000 and over	5.5	36.2%

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-8

ETHNIC FOODS ARE DIFFICULT TO PREPARE AT HOME

	MEAN VALUE	TOP 3 BOXES
TOTAL RESPONDENTS	5.4	28.2%
SEX		
Male	5.5	30.3%
Female	5.3	26.6%
AGE		
18-24	5.2	20.4%
25-34	5.5	29.7%
35-54	5.5	33.1%
55 and over	5.3	25.1%
FREQUENCY OF EATING OUT PER MONTH		
1-2 times	5.2	26.8%
3-5 times	5.4	28.6%
6-10 times	5.4	26.8%
11 or more times	5.8	32.5%
AGES OF CHILDREN IN THE HOUSEHOLD		
12 and under	5.5	28.6%
13-19	5.3	28.7%
WORKING WIFE OR MOTHER IN THE HOUSEHOLD		
Yes	5.4	27.6%
No	5.3	29.0%
HOUSEHOLD SIZE		
1 person	5.8	30.0%
2 persons	5.3	30.7%
3 persons	5.6	29.5%
4 or more persons	5.3	25.6%
HOUSEHOLD INCOME		
Under $15,000	5.3	25.0%
$15,000 - $24,999	5.3	25.7%
$25,000 - $34,999	5.0	26.2%
$35,000 and over	6.0	36.7%

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

C. Attitudes about Ethnic Foods among Users and Non-Users of Ethnic Foods

An analysis of the level of agreement with each of the seven attitudinal statements for users and non-users of the 17 specific ethnic foods was done, and some general conclusions can be drawn. Figures II-9 through II-15 highlight the responses to these attitudinal questions for those who have eaten the food, those who have eaten the food and will order it again and those who have never tried the food.

People who have eaten these various ethnic foods in a restaurant at least once tend to agree more strongly with these seven statements than do those who have never tried the various foods. In addition, those who have a positive intent to order a specific food again agree more strongly with these statements than do all users of the food.

Respondents who have tried some of the lesser known ethnic foods report higher agreement with several of these attitudinal phrases than do respondents who have tried the more popular foods. For example, these adventuresome people are likely to try more ethnic dishes if they were available at restaurants, would like to see more ethnic dishes at family style restaurants and are likely to try new items when they dine out.

Positive users of Indian, Spanish, Mexican, Eastern European, Other Oriental and Latin American foods report very strong agreement with, "I like hot and spicy ethnic dishes."

FIGURE II-9

I WOULD TRY MORE ETHNIC DISHES IF THEY WERE AVAILABLE AT RESTAURANTS

ETHNIC FOOD	HAVE EATEN		HAVE EATEN/WILL PURCHASE		HAVE NOT EATEN	
	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES
Italian	6.9	48.6%	7.4	55.1%	4.9*	25.1%*
Chinese	7.0	50.3%	7.8	62.3%	4.4*	18.4%*
Mexican	7.1	50.9%	7.7	60.7%	5.1*	22.7%*
German	7.1	51.9%	8.0	65.9%	6.1	38.9%
French	7.2	51.8%	7.9	63.2%	6.2	40.9%
Greek	7.3	54.6%	8.3	68.4%	6.0	37.6%
Japanese	7.3	53.6%	8.2	70.2%	6.2	40.7%
Spanish	7.4	55.7%	8.0	69.1%	6.3	41.3%
British	7.4	57.7%	8.3	74.8%	6.4	41.1%
Eastern European	7.4	57.3%	8.4*	73.5%*	6.4	41.3%
Scandinavian	7.3	54.2%	8.2*	71.4%*	6.6	45.4%
Indian	7.6	58.3%	8.8*	76.1%*	6.6	44.2%
Other Oriental	7.8	61.0%	8.6*	75.3%*	6.5	43.4%
Latin American	7.7	62.9%	8.0*	67.8%*	6.6	43.3%
Middle Eastern	7.8	61.5%	8.9*	80.4%*	6.6	44.1%
Russian	6.8*	48.5%*	7.9*	73.7%*	6.8	46.9%
African	7.6*	58.1%*	8.4*	71.4%*	6.7	46.4%

* Small sample size, use caution when interpreting the results.

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-10

I WISH MORE ETHNIC DISHES WERE AVAILABLE
AT FAMILY STYLE RESTAURANTS

ETHNIC FOOD	HAVE EATEN		HAVE EATEN/WILL PURCHASE		HAVE NOT EATEN	
	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES
Italian	6.8	45.6%	7.2	52.1%	5.3*	25.1%*
Chinese	6.9	49.7%	7.5	55.7%	5.7*	30.7%*
Mexican	6.9	47.1%	7.4	54.6%	5.5*	26.1%*
German	7.0	47.8%	7.7	61.5%	6.3	38.5%
French	7.0	48.2%	7.2	55.2%	6.4	39.4%
Greek	7.1	49.7%	8.0	63.2%	6.3	38.2%
Japanese	7.1	47.0%	7.7	58.9%	6.4	41.8%
Spanish	7.0	50.2%	7.5	58.9%	6.6	40.6%
British	7.0	47.4%	7.7	63.2%	6.6	42.8%
Eastern European	7.2	52.2%	8.3*	70.0%*	6.5	40.1%
Scandinavian	6.7	47.6%	8.0*	69.7%*	6.8	43.6%
Indian	7.2	51.8%	7.6*	56.5%*	6.6	42.4%
Other Oriental	7.4	55.2%	8.1*	68.5%*	6.6	41.7%
Latin American	7.2	52.9%	7.7*	66.1%*	6.6	42.7%
Middle Eastern	7.2	50.1%	8.0*	58.9%*	6.6	43.3%
Russian	6.6*	40.0%*	7.8*	68.4%*	6.8	45.2%
African	7.8*	55.8%*	8.5*	57.1%*	6.7	43.9%

* Small sample size, use caution when interpreting the results.

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-11

I LIKE TO TRY ITEMS I HAVE NEVER EATEN BEFORE
WHEN I EAT OUT

ETHNIC FOOD	HAVE EATEN		HAVE EATEN/WILL PURCHASE		HAVE NOT EATEN	
	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES
Italian	6.7	47.2%	7.0	51.3%	5.2*	27.1%*
Chinese	6.8	48.7%	7.5	58.7%	5.0*	22.7%*
Mexican	6.8	48.9%	7.4	57.1%	4.7*	23.9%*
German	6.9	48.7%	7.8	64.4%	6.1	41.0%
French	7.0	50.9%	7.8	63.6%	6.0	38.5%
Greek	7.1	53.9%	8.2	70.4%	5.9	35.4%
Japanese	7.2	53.4%	8.1	68.6%	5.9	38.1%
Spanish	7.1	52.1%	7.6	60.3%	6.2	41.2%
British	7.4	57.7%	8.2	69.9%	6.1	38.9%
Eastern European	7.1	51.1%	8.2*	65.5%	6.3	42.7%
Scandinavian	7.1	55.9%	8.4*	69.7%*	6.4	43.3%
Indian	7.6	61.1%	8.6*	76.0%*	6.3	41.6%
Other Oriental	7.7	64.0%	8.5*	79.4%*	6.3	40.9%
Latin American	7.3	61.0%	8.0*	66.0%*	6.4	43.2%
Middle Eastern	7.3	58.1%	8.4*	76.4%*	6.4	43.2%
Russian	7.3*	55.8%*	8.3*	73.8%*	6.5	44.4%
African	8.0*	67.5%*	8.7*	71.4%*	6.5	44.8%

* Small sample size, use caution when interpreting the results.

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-12

I WISH FAST FOOD PLACES OFFERED MORE
ETHNIC ITEMS ON THEIR MENUS

ETHNIC FOOD	HAVE EATEN		HAVE EATEN/WILL PURCHASE		HAVE NOT EATEN	
	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES
Italian	6.1	37.6%	6.4	42.3%	4.9*	18.8%*
Chinese	6.1	38.0%	6.7	44.7%	5.3*	24.9%*
Mexican	6.1	38.5%	6.6	45.1%	5.1*	22.9%*
German	6.1	36.9%	6.8	49.1%	5.9	35.3%
French	6.2	38.9%	6.4	46.3%	5.8	33.1%
Greek	6.3	40.4%	6.6	48.0%	5.7	31.4%
Japanese	6.2	36.8%	6.8	46.0%	5.9	36.3%
Spanish	6.4	40.7%	6.7	47.0%	5.7	33.5%
British	6.2	37.2%	6.6	44.7%	5.9	36.1%
Eastern European	6.3	39.7%	7.1*	54.0%	5.8	34.7%
Scandinavian	5.9	37.0%	7.0*	55.3%*	6.0	36.5%
Indian	6.3	38.2%	7.2*	47.9%*	5.9	35.9%
Other Oriental	6.7	41.9%	7.2*	50.7%*	5.8	35.3%
Latin American	6.7	45.9%	7.2*	56.5%*	5.8	34.1%
Middle Eastern	6.3	37.2%	7.5*	54.9%*	5.9	36.4%
Russian	5.9*	33.7%*	6.9*	47.3%*	6.0	36.9%
African	6.5*	46.6%*	6.8*	42.8%*	6.0	35.8%

* Small sample size, use caution when interpreting the results.

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-13

I AM EATING MORE ETHNIC FOODS NOW THAN I DID THREE YEARS AGO

ETHNIC FOOD	HAVE EATEN		HAVE EATEN/WILL PURCHASE		HAVE NOT EATEN	
	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES
Italian	5.8	36.6%	6.2	41.9%	3.2*	12.5%*
Chinese	5.8	36.8%	6.5	46.3%	4.0*	21.6%*
Mexican	5.8	37.8%	6.4	47.9%	3.7*	14.2%*
German	5.9	37.1%	6.4	45.2%	5.1	31.7%
French	6.1	39.7%	6.3	45.4%	5.0	29.0%
Greek	6.3	41.9%	6.5	47.3%	4.8	26.8%
Japanese	6.4	42.4%	6.9	54.5%	4.8	27.9%
Spanish	6.0	38.9%	6.6	50.1%	5.3	32.4%
British	6.1	40.2%	6.7	49.5%	5.3	32.1%
Eastern European	6.3	41.3%	7.2*	55.1%*	5.2	31.7%
Scandinavian	5.9	39.3%	6.7*	50.1%*	5.5	34.2%
Indian	6.1	41.8%	6.7*	43.5%*	5.5	33.5%
Other Oriental	6.5	47.1%	7.0*	56.2%*	5.4	32.2%
Latin American	6.4	43.3%	6.6*	47.2%*	5.4	33.3%
Middle Eastern	6.4	45.3%	6.7*	47.1%*	5.4	32.8%
Russian	5.3*	27.4%*	5.2*	31.6%*	5.6	36.1%
African	6.4*	48.8%*	7.8*	71.3%*	5.6	34.5%

* Small sample size, use caution when interpreting the results.

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-14

I LIKE HOT AND SPICY ETHNIC DISHES

ETHNIC FOOD	HAVE EATEN		HAVE EATEN/WILL PURCHASE		HAVE NOT EATEN	
	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES
Italian	5.6	36.6%	6.1	42.0%	3.4*	20.9%*
Chinese	5.6	36.9%	6.1	43.3%	4.5*	23.8%*
Mexican	5.8	38.8%	6.7	50.5%	3.1*	10.9%*
German	5.7	36.7%	6.2	44.3%	5.1	33.6%
French	5.8	39.5%	6.1	46.2%	5.0	30.3%
Greek	5.9	40.1%	6.4	46.1%	4.9	29.1%
Japanese	5.7	38.1%	6.3	45.5%	5.2	33.3%
Spanish	6.2	45.1%	7.3	61.1%	4.9	28.3%
British	5.8	39.9%	6.2	46.6%	5.3	33.0%
Eastern European	5.9	39.2%	7.2*	58.5%*	5.2	33.0%
Scandinavian	5.7	37.5%	6.5*	49.9%*	5.4	34.9%
Indian	6.3	45.8%	8.3*	69.6%*	5.2	32.7%
Other Oriental	6.4	47.1%	7.4*	60.2%*	5.2	32.2%
Latin American	6.6	53.5%	7.5*	64.1%*	5.2	31.4%
Middle Eastern	6.2	44.6%	6.5*	52.9%*	5.3	33.6%
Russian	5.5*	29.5%*	5.8*	26.4%*	5.4	36.1%
African	6.4*	48.9%*	7.0*	50.0%*	5.4	34.8%

* Small sample size, use caution when interpreting the results.

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

FIGURE II-15

ETHNIC FOODS ARE DIFFICULT TO PREPARE AT HOME

ETHNIC FOOD	HAVE EATEN		HAVE EATEN/WILL PURCHASE		HAVE NOT EATEN	
	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES	MEAN VALUE	TOP 3 BOXES
Italian	5.4	29.0%	5.5	29.3%	4.5*	16.7%*
Chinese	5.4	28.0%	5.4	28.8%	5.8*	31.8%*
Mexican	5.5	29.7%	5.5	29.8%	4.6*	17.4%*
German	5.4	26.8%	5.5	25.9%	5.5	31.1%
French	5.4	26.8%	5.2	25.0%	5.5	30.6%
Greek	5.4	29.2%	5.1	26.3%	5.4	27.2%
Japanese	5.4	30.5%	5.3	28.7%	5.4	26.0%
Spanish	5.4	27.5%	5.4	27.2%	5.4	29.2%
British	5.2	23.3%	5.0	19.4%	5.6	31.5%
Eastern European	5.2	25.1%	5.1*	25.3%	5.6	30.3%
Scandinavian	5.2	25.0%	5.0*	21.5%*	5.5	29.1%
Indian	5.0	23.5%	4.7*	13.0%*	5.5	29.6%
Other Oriental	5.0	25.0%	4.7*	21.9%*	5.5	29.2%
Latin American	5.5	28.9%	5.5*	26.4%*	5.4	28.5%
Middle Eastern	5.1	24.4%	5.0*	19.6%*	5.5	29.2%
Russian	5.4*	27.3%*	5.4*	15.8%*	5.4	28.3%
African	5.1*	20.9%*	5.4*	14.3%*	5.4	28.8%

* Small sample size, use caution when interpreting the results.

NOTE: Top 3 Boxes refers to percentage of respondents who indicated a level of agreement of 8, 9 or 10.

DETAILED TABLES

TABLE I

USAGE OF ETHNIC FOOD IN RESTAURANTS BY
DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRESENCE OF WKG. WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	182
HAVE EVER EATEN ITALIAN FOOD	756	365	391	140	246	244	123	192	277	144	140	278	194	315	99	229	139	288	111	233	171	181
	94.0	94.8	93.5	92.1	95.0	95.3	91.1	95.0	93.0	94.1	94.6	93.3	91.1	94.6	96.1	95.0	95.2	92.0	86.7	95.1	93.4	99.5
MORE THAN ONCE	732	356	376	132	243	235	121	185	268	140	137	270	187	303	97	220	134	280	103	224	167	180
	91.0	92.5	90.0	86.8	93.8	91.8	89.6	91.6	89.9	91.5	92.6	90.6	87.8	91.0	94.2	91.3	91.8	89.5	80.5	91.4	91.3	98.9
ONLY ONCE	24	9	15	8	3	10	2	8	10	4	2	8	7	12	2	8	5	8	8	9	4	1
	3.0	2.3	3.6	5.3	1.2	3.9	1.5	4.0	3.4	2.6	1.4	2.7	3.3	3.6	1.9	3.3	3.4	2.6	6.3	3.7	2.2	0.5
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HAVE NEVER EATEN ITALIAN FOOD/ DON'T KNOW	48	20	27	12	13	11	11	10	21	9	8	20	20	18	4	12	7	24	17	12	12	1
	6.0	5.2	6.5	7.9	5.0	4.3	8.1	5.0	7.0	5.9	5.4	6.7	9.4	5.4	3.9	5.0	4.8	7.7	13.3	4.9	6.6	0.5
HAVE EVER EATEN CHINESE FOOD	715	345	371	124	237	232	121	181	258	137	136	262	185	298	94	222	127	271	109	215	162	178
	88.9	89.6	88.8	81.6	91.5	90.6	89.6	89.6	86.6	89.5	91.9	87.9	86.9	89.5	91.3	92.1	87.0	86.6	85.2	87.8	88.5	97.8
MORE THAN ONCE	668	324	344	115	216	221	115	163	241	133	129	244	176	279	87	210	119	250	94	200	152	173
	83.1	84.2	82.3	75.7	83.4	86.3	85.2	80.7	80.9	86.9	87.2	81.9	82.6	83.8	84.5	87.1	81.5	79.9	73.4	81.6	83.1	95.1
ONLY ONCE	46	20	26	10	21	11	5	18	17	5	7	18	9	19	7	11	8	20	14	14	9	5
	5.7	5.2	6.2	6.6	8.1	4.3	3.7	8.9	5.7	3.3	4.7	6.0	4.2	5.7	6.8	4.6	5.5	6.4	10.9	5.7	4.9	2.7
DON'T KNOW	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-
	0.1		0.2				0.7		0.3							0.4					0.5	
HAVE NEVER EATEN CHINESE FOOD/ DON'T KNOW	88	41	48	28	23	24	14	21	40	16	12	36	28	35	9	19	19	42	20	31	21	4
	10.9	10.6	11.5	18.4	8.9	9.4	10.4	10.4	13.4	10.5	8.1	12.1	13.1	10.5	8.7	7.9	13.0	13.4	15.6	12.7	11.5	2.2
HAVE EVER EATEN MEXICAN FOOD	711	353	358	138	240	226	107	169	260	139	141	259	184	296	94	217	129	271	105	212	173	167
	88.4	91.7	85.6	90.8	92.7	88.3	79.3	83.7	87.2	90.8	95.3	86.9	86.4	88.9	91.3	90.0	88.4	86.6	82.0	86.5	94.5	91.8
MORE THAN ONCE	645	327	318	127	220	206	91	146	242	125	130	234	169	271	87	193	115	249	92	185	163	162
	80.2	84.9	76.1	83.6	84.9	80.5	67.4	72.3	81.2	81.7	87.8	78.5	79.3	81.4	84.5	80.1	78.8	79.6	71.9	75.5	89.1	89.0
ONLY ONCE	65	26	39	11	20	19	15	23	17	14	11	26	14	25	7	24	14	21	14	26	10	5
	8.1	6.8	9.3	7.2	7.7	7.4	11.1	11.4	5.7	9.2	7.4	8.7	6.6	7.5	6.8	10.0	9.6	6.7	10.9	10.6	5.5	2.7
DON'T KNOW	1	-	1	-	-	1	-	-	1	-	-	-	1	1	-	-	-	1	-	1	-	-
	0.1		0.2			0.4			0.3				0.5	0.3				0.3		0.4		
HAVE NEVER EATEN MEXICAN FOOD/ DON'T KNOW	92	32	60	14	19	30	28	33	38	14	7	39	29	37	9	24	17	41	23	33	10	15
	11.4	8.3	14.4	9.2	7.3	11.7	20.7	16.3	12.8	9.2	4.7	13.1	13.6	11.1	8.7	10.0	11.6	13.1	18.0	13.5	5.5	8.2

TABLE I (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRES ENCE OF WKG-MTHR WIFE IN H-H-	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	182
HAVE EVER EATEN GERMAN FOOD	520 64.7	248 64.4	272 65.1	79 52.0	150 57.9	183 71.5	108 80.0	135 66.8	180 60.4	104 68.0	99 66.9	174 58.4	123 57.7	211 63.4	71 68.9	177 73.4	83 56.8	189 60.4	70 54.7	139 56.7	122 66.7	150 82.4
MORE THAN ONCE	425 52.9	212 55.1	213 51.0	58 38.2	114 44.0	161 62.9	91 67.4	107 53.0	147 49.3	85 55.6	84 56.8	135 45.3	102 47.9	170 51.1	58 56.3	151 62.7	62 42.5	152 48.6	48 37.5	120 49.0	94 51.4	129 70.9
ONLY ONCE	94 11.7	37 9.6	58 13.9	21 13.8	36 13.9	21 8.2	16 11.9	28 13.9	32 10.7	19 12.4	14 9.5	39 13.1	20 9.4	41 12.3	11 10.7	26 10.8	21 14.4	36 11.5	22 17.2	19 7.8	28 15.3	21 11.5
DON'T KNOW	2 0.2	-	2 0.5	-	-	1 0.4	1 0.7	-	1 0.3	-	1 0.7	1 0.3	1 0.5	-	1 1.0	-	-	1 0.3	1 0.8	1 0.4	-	-
HAVE NEVER EATEN GERMAN FOOD/ DON'T KNOW	283 35.2	137 35.6	146 34.9	73 48.0	110 42.5	73 28.5	27 20.0	67 33.2	118 39.6	49 32.0	49 33.1	124 41.6	90 42.3	122 36.6	33 32.0	63 26.1	63 43.2	124 39.6	58 45.3	106 43.3	61 33.3	32 17.6
HAVE EVER EATEN FRENCH FOOD	473 58.8	228 59.2	246 58.9	97 63.8	141 54.4	157 61.3	77 57.0	117 57.9	165 55.4	88 57.5	101 68.2	159 53.4	130 61.0	198 59.5	68 66.0	147 61.0	80 54.8	177 56.5	60 46.9	119 48.6	114 62.3	147 80.8
MORE THAN ONCE	392 48.8	191 49.6	200 47.8	80 52.6	110 42.5	132 51.6	68 50.4	96 47.5	130 43.6	74 48.4	90 60.8	120 40.3	102 47.9	157 47.1	58 56.3	128 53.1	66 45.2	139 44.4	47 36.7	95 38.8	97 53.0	122 67.0
ONLY ONCE	81 10.1	37 9.6	44 10.5	18 11.8	30 11.6	25 9.8	8 5.9	20 9.9	36 12.1	14 9.2	11 7.4	39 13.1	28 13.1	41 12.3	9 8.7	19 7.9	14 9.6	39 12.5	13 10.2	23 9.4	17 9.3	25 13.7
DON'T KNOW	1 0.1	-	1 0.2	-	-	-	1 0.7	-	-	-	1 0.7	-	-	-	1 1.0	-	-	-	-	1 0.4	-	-
HAVE NEVER EATEN FRENCH FOOD/ DON'T KNOW	330 41.0	158 41.0	172 41.1	55 36.2	119 45.9	99 38.7	58 43.0	85 42.1	133 44.6	66 43.1	46 31.1	139 46.6	84 39.4	135 40.5	36 35.0	93 38.6	66 45.2	135 43.1	68 53.1	127 51.8	68 37.2	35 19.2
HAVE EVER EATEN GREEK FOOD	451 56.1	228 59.2	223 53.3	65 42.8	138 53.3	163 63.7	84 62.2	109 54.0	145 48.7	90 58.8	105 70.9	150 50.3	104 48.8	190 57.1	70 68.0	151 62.7	76 52.1	154 49.2	53 41.4	129 52.7	97 53.0	132 74.7
MORE THAN ONCE	329 40.9	174 45.2	155 37.1	46 30.3	95 36.7	123 48.0	64 47.4	73 36.1	99 33.2	69 45.1	86 58.1	100 33.6	68 31.9	138 41.4	52 50.5	123 51.0	55 37.7	98 31.3	39 30.5	82 33.5	72 39.3	108 59.3
ONLY ONCE	120 14.9	54 14.0	66 15.8	19 12.5	43 16.6	38 14.8	20 14.8	36 17.8	45 15.1	20 13.1	19 12.8	50 16.8	35 16.4	50 15.0	18 17.5	28 11.6	20 13.7	54 17.3	14 10.9	46 18.8	25 13.7	27 14.8
DON'T KNOW	2 0.2	-	1 0.5	1 0.7	-	1 0.4	-	-	1 0.3	-	1 0.7	1 0.3	1 0.5	2 0.6	-	-	1 0.7	1 0.3	-	2 0.8	-	-
HAVE NEVER EATEN GREEK FOOD/ DON'T KNOW	353 43.9	158 41.0	195 46.7	87 57.2	121 46.7	93 36.3	51 37.8	93 46.0	153 51.3	63 41.2	43 29.1	148 49.7	110 51.6	143 42.9	33 32.0	89 36.9	70 47.9	159 50.8	75 58.6	116 47.3	86 47.0	46 25.3

TABLE I (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	162
HAVE EVER EATEN JAPANESE FOOD	406	216	190	70	139	137	60	98	142	85	81	138	109	161	52	139	67	147	44	100	98	138
	50.5	56.1	45.5	46.1	53.7	53.5	44.4	48.5	47.7	55.6	54.7	46.3	51.2	48.3	50.5	57.7	45.9	47.0	34.4	40.8	53.6	75.8
MORE THAN ONCE	305	165	140	44	111	104	46	70	104	69	61	99	78	116	40	109	47	109	28	70	71	117
	37.9	42.9	33.5	28.9	42.9	40.6	34.1	34.7	34.9	45.1	41.2	33.2	36.6	34.8	38.8	45.2	32.2	34.8	21.9	28.6	38.8	64.3
ONLY ONCE	97	48	49	24	26	33	13	28	35	16	18	39	29	43	12	27	19	38	17	27	27	20
	12.1	12.5	11.7	15.8	10.0	12.9	9.6	13.9	11.7	10.5	12.2	13.1	13.6	12.9	11.7	11.2	13.0	12.1	13.3	11.0	14.8	11.0
DON'T KNOW	4	3	1	2	1	-	-	-	2	-	1	-	2	1	-	3	-	1	-	2	-	1
	0.5	0.8	0.2	1.3	0.4				0.7		0.7		0.9	0.3		1.2		0.3		0.8		0.5
HAVE NEVER EATEN JAPANESE FOOD/ DON'T KNOW	397	169	228	82	121	119	73	104	156	68	67	160	105	172	51	102	79	166	84	145	85	44
	49.4	43.9	54.5	53.9	46.7	46.5	55.6	51.5	52.3	44.4	45.3	53.7	49.3	51.7	49.5	42.3	54.1	53.0	65.6	59.2	46.4	24.2
HAVE EVER EATEN SPANISH FOOD	341	169	172	64	110	112	54	83	121	63	74	116	95	141	53	110	52	125	49	103	77	86
	42.4	43.9	41.1	42.1	42.5	43.8	40.0	41.1	40.6	41.2	50.0	38.9	44.6	42.3	51.5	45.6	35.6	39.9	38.3	42.0	42.1	47.3
MORE THAN ONCE	274	136	138	52	89	89	42	66	91	50	66	93	76	117	46	84	43	100	43	79	60	74
	34.1	35.3	33.0	34.2	34.4	34.8	31.1	32.7	30.5	32.7	44.6	31.2	35.7	35.1	44.7	34.9	29.5	31.9	33.6	32.2	32.8	40.7
ONLY ONCE	66	34	33	11	21	22	12	17	29	13	7	23	19	24	7	26	8	24	6	23	17	11
	8.2	8.8	7.9	7.2	8.1	8.6	8.9	8.4	9.7	8.5	4.7	7.7	8.9	7.2	6.8	10.8	5.5	7.7	4.7	9.4	9.3	6.8
DON'T KNOW	1	-	1	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	1
	0.1		0.2			0.4					0.7			0.3		0.4						0.5
HAVE NEVER EATEN SPANISH FOOD/ DON'T KNOW	463	216	246	88	149	144	81	119	177	90	74	182	118	192	50	130	94	188	79	143	106	94
	57.6	56.1	58.9	57.9	57.5	56.3	60.0	58.9	59.4	58.8	50.0	61.1	55.4	57.7	48.5	53.9	64.4	60.1	61.7	58.4	57.9	52.7
HAVE EVER EATEN BRITISH FOOD	296	149	147	55	70	108	62	71	94	60	70	82	76	104	48	105	37	106	36	77	69	88
	36.8	38.7	35.2	36.2	27.0	42.2	45.9	35.1	31.5	39.2	47.3	27.5	35.7	31.2	46.6	43.6	25.3	33.9	28.1	31.4	37.7	48.4
MORE THAN ONCE	237	126	112	43	53	85	55	51	73	48	64	61	58	80	42	80	30	84	27	61	52	79
	29.5	32.7	26.8	28.3	20.5	33.2	40.7	25.2	24.5	31.4	43.2	20.5	27.2	24.0	40.8	33.2	20.5	26.8	21.1	24.9	28.4	43.4
ONLY ONCE	56	22	34	12	17	20	7	19	20	12	5	21	17	24	5	25	5	21	10	16	15	10
	7.0	5.7	8.1	7.9	6.6	7.8	5.2	9.4	6.7	7.8	3.4	7.0	8.0	7.2	4.9	10.4	3.4	6.7	7.8	6.5	8.2	5.5
DON'T KNOW	2	1	1	-	-	2	-	1	1	-	-	-	1	-	1	-	1	-	-	-	2	-
	0.2	0.3	0.2			0.8		0.5	0.3				0.5		1.0		0.7				1.1	
HAVE NEVER EATEN BRITISH FOOD/ DON'T KNOW	508	237	271	97	189	148	73	131	204	93	78	217	137	229	55	135	109	207	92	168	114	94
	63.2	61.6	64.8	63.8	73.0	57.8	54.1	64.9	68.5	60.8	52.7	72.8	64.3	68.8	53.4	56.0	74.7	66.1	71.9	68.6	62.3	51.6

TABLE I (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	129	245	183	182
HAVE EVER EATEN EASTERN EUROPEAN FOOD	295	155	140	42	95	104	53	67	85	68	73	95	64	109	49	100	48	97	36	85	73	77
	36.7	40.3	33.5	27.6	36.7	40.6	39.3	33.2	28.5	44.4	49.3	31.9	30.0	32.7	47.6	41.5	32.9	31.0	28.1	34.7	39.9	42.3
MORE THAN ONCE	229	126	103	26	71	85	46	47	65	59	57	75	48	86	39	81	36	72	29	61	54	65
	28.5	32.7	24.6	17.1	27.4	33.2	34.1	23.3	21.8	38.6	38.5	25.2	22.5	25.8	37.9	33.6	24.7	23.0	22.7	24.9	29.5	35.7
ONLY ONCE	67	29	37	16	24	19	8	21	20	9	17	20	16	23	10	19	12	25	8	25	18	13
	8.3	7.5	8.9	10.5	9.3	7.4	5.9	10.4	6.7	5.9	11.5	6.7	7.5	6.9	9.7	7.9	8.2	8.0	6.3	10.2	9.8	7.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HAVE NEVER EATEN EASTERN EUROPEAN FOOD/ DON'T KNOW	508	231	278	110	164	152	81	135	213	85	74	203	149	224	54	141	98	215	92	160	110	105
	63.2	60.0	66.5	72.4	63.3	59.4	60.0	66.8	71.5	55.6	50.0	68.1	70.0	67.3	52.4	58.5	67.1	68.7	71.9	65.3	60.1	57.7
HAVE EVER EATEN SCANDINAVIAN FOOD	168	86	82	23	38	67	40	48	44	39	38	41	38	56	31	68	24	46	20	48	39	46
	20.9	22.3	19.6	15.1	14.7	26.2	29.6	23.8	14.8	25.5	25.7	13.8	17.8	16.8	30.1	28.2	16.4	14.7	15.6	19.6	21.3	25.3
MORE THAN ONCE	131	72	59	14	28	56	32	36	34	32	29	31	28	41	25	51	22	33	17	35	29	40
	16.3	18.7	14.1	9.2	10.8	21.9	23.7	17.8	11.4	20.9	19.6	10.4	13.1	12.3	24.3	21.2	15.1	10.5	13.3	14.3	15.8	22.0
ONLY ONCE	34	12	22	7	8	11	8	12	6	7	8	8	8	14	5	15	2	11	2	13	10	4
	4.2	3.1	5.3	4.6	3.1	4.3	5.9	5.9	2.0	4.6	5.4	2.7	3.8	4.2	4.9	6.2	1.4	3.5	1.6	5.3	5.5	2.2
DON'T KNOW	4	3	1	1	1	-	1	-	4	-	-	1	1	1	-	2	-	1	1	-	-	1
	0.5	0.8	0.2	0.7	0.4		0.7		1.3			0.3	0.5	0.3		0.8		0.3	0.8			0.5
HAVE NEVER EATEN SCANDINAVIAN FOOD/ DON'T KNOW	635	299	336	129	222	189	94	154	254	114	110	258	175	277	73	173	122	266	108	198	143	136
	79.0	77.7	80.4	84.9	85.7	73.8	69.6	76.2	85.2	74.5	74.3	86.6	82.2	83.2	70.9	71.8	83.6	85.0	84.4	80.8	78.1	74.7
HAVE EVER EATEN INDIAN FOOD	170	86	83	30	61	56	23	32	60	35	41	52	39	72	22	63	31	53	24	44	33	57
	21.1	22.3	19.9	19.7	23.6	21.9	17.0	15.8	20.1	22.9	27.7	17.4	18.3	21.6	21.4	26.1	21.2	16.9	18.8	18.0	18.0	31.3
MORE THAN ONCE	105	57	48	18	37	37	13	22	34	20	27	29	25	42	12	45	17	31	17	26	18	34
	13.1	14.8	11.5	11.8	14.3	14.5	9.6	10.9	11.4	13.1	18.2	9.7	11.7	12.6	11.7	18.7	11.6	9.9	13.3	10.6	9.8	18.7
ONLY ONCE	65	29	36	12	24	19	10	10	26	14	14	23	14	30	10	18	14	23	8	18	15	23
	8.1	7.5	8.6	7.9	9.3	7.4	7.4	5.0	8.7	9.2	9.5	7.7	6.6	9.0	9.7	7.5	9.6	7.3	6.3	7.3	8.2	12.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HAVE NEVER EATEN INDIAN FOOD/ DON'T KNOW	634	299	335	122	199	200	112	170	238	119	106	246	175	261	81	177	115	259	104	201	150	125
	78.9	77.7	80.1	80.3	76.8	78.1	83.0	84.2	79.9	77.8	71.6	82.6	82.2	78.4	78.6	73.4	78.8	82.7	81.3	82.0	82.0	68.7

TABLE I (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	182
HAVE EVER EATEN OTHER ORIENTAL FOOD	172	108	64	37	61	50	23	29	58	37	48	55	44	63	23	60	27	61	14	40	51	52
	21.4	28.1	15.3	24.3	23.6	19.5	17.0	14.4	19.5	24.2	32.4	18.5	20.7	18.9	22.3	24.9	18.5	19.5	10.9	16.3	27.9	28.6
MORE THAN ONCE	119	80	38	21	41	39	16	16	40	23	39	37	34	40	17	41	17	43	10	22	35	40
	14.8	20.8	9.1	13.8	15.8	15.2	11.9	7.9	13.4	15.0	26.4	12.4	16.0	12.0	16.5	17.0	11.6	13.7	7.8	9.0	19.1	22.0
ONLY ONCE	53	28	26	17	20	11	7	13	19	14	8	19	11	23	7	18	10	18	4	18	16	12
	6.6	7.3	6.2	11.2	7.7	4.3	5.2	6.4	6.4	9.2	5.4	6.4	5.2	6.9	6.8	7.5	6.8	5.8	3.1	7.3	8.7	6.6
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HAVE NEVER EATEN OTHER ORIENTAL FOOD/ DON'T KNOW	632	277	354	115	199	206	111	173	240	116	100	243	169	270	80	181	119	251	114	205	132	130
	78.6	71.9	84.7	75.7	76.8	80.5	82.2	85.6	80.5	75.8	67.6	81.5	79.3	81.1	77.7	75.1	81.5	80.2	89.1	83.7	72.1	71.4
HAVE EVER EATEN LATIN AMERICAN/ CARIBBEAN FOOD	159	89	70	29	42	59	28	30	50	28	52	48	37	67	27	53	33	46	17	53	29	46
	19.8	23.1	16.7	19.1	16.2	23.0	20.7	14.9	16.8	18.3	35.1	16.1	17.4	20.1	26.2	22.0	22.6	14.7	13.3	21.6	15.8	25.3
MORE THAN ONCE	109	67	42	17	29	41	22	20	34	17	38	33	25	42	22	37	20	30	11	32	22	34
	13.6	17.4	10.0	11.2	11.2	16.0	16.3	9.9	11.4	11.1	25.7	11.1	11.7	12.6	21.4	15.4	13.7	9.6	8.6	13.1	12.0	18.7
ONLY ONCE	48	20	27	12	13	17	6	8	15	11	14	14	12	24	5	15	11	16	6	20	7	11
	6.0	5.2	6.5	7.9	5.0	6.6	4.4	4.0	5.0	7.2	9.5	4.7	5.6	7.2	4.9	6.2	7.5	5.1	4.7	8.2	3.8	6.0
DON'T KNOW	2	1	1	-	-	2	-	1	1	-	-	1	-	1	-	1	1	-	-	1	-	1
	0.2	0.3	0.2			0.8		0.5	0.3			0.3		0.3		0.4	0.7			0.4		0.5
HAVE NEVER EATEN LATIN AMERICAN/ CARIBBEAN FOOD/ DON'T KNOW	644	296	348	123	217	196	106	172	248	125	96	250	176	266	76	187	113	267	111	193	153	136
	80.1	76.9	83.3	80.9	83.8	76.6	78.5	85.1	83.2	81.7	64.9	83.9	82.6	79.9	73.8	77.6	77.4	85.3	86.7	78.8	83.6	74.7
HAVE EVER EATEN MIDDLE EASTERN FOOD	148	79	69	23	58	46	21	30	46	29	43	44	29	57	28	57	23	40	17	44	26	47
	18.4	20.5	16.5	15.1	22.4	18.0	15.6	14.9	15.4	19.0	29.1	14.8	13.6	17.1	27.2	23.7	15.8	12.8	13.3	18.0	14.2	25.9
MORE THAN ONCE	99	58	41	15	38	31	15	17	34	20	28	27	17	35	20	40	12	27	10	31	12	34
	12.3	15.1	9.8	9.9	14.7	12.1	11.1	8.4	11.4	13.1	18.9	9.1	8.0	10.5	19.4	16.6	8.2	8.6	7.8	12.7	6.6	18.7
ONLY ONCE	47	19	28	8	19	14	5	14	11	9	13	16	11	21	8	16	11	12	7	13	12	13
	5.8	4.9	6.7	5.3	7.3	5.5	3.7	6.9	3.7	5.9	8.8	5.4	5.2	6.3	7.8	6.6	7.5	3.8	5.5	5.3	6.6	7.1
DON'T KNOW	2	1	1	-	1	-	1	-	1	-	1	1	1	1	-	1	-	1	-	-	1	-
	0.2	0.3	0.2		0.4		0.7		0.3		0.7	0.3	0.5	0.3		0.4		0.3			0.5	
HAVE NEVER EATEN MIDDLE EASTERN FOOD/ DON'T KNOW	655	307	349	129	201	210	114	172	252	124	105	254	184	276	75	184	122	272	112	201	157	135
	81.5	79.7	83.5	84.9	77.6	82.0	84.4	85.1	84.6	81.0	70.9	85.2	86.4	82.9	72.8	76.3	83.6	86.9	87.5	82.0	85.8	74.2

TABLE I (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	182
HAVE EVER EATEN RUSSIAN FOOD	95 11.8	53 13.8	42 10.0	16 10.5	24 9.3	32 12.5	23 17.0	23 11.4	19 6.4	21 13.7	31 20.9	23 7.7	21 9.9	29 8.7	12 11.7	40 16.6	10 6.8	33 10.5	10 7.8	25 10.2	17 9.3	31 17.0
MORE THAN ONCE	52 6.5	25 6.5	27 6.5	5 3.3	9 3.5	21 8.2	17 12.6	14 6.9	12 4.0	8 5.2	19 12.8	8 2.7	11 5.2	14 4.2	12 11.7	23 9.5	3 2.1	14 4.5	7 5.5	9 3.7	9 4.9	18 9.9
ONLY ONCE	43 5.3	28 7.3	15 3.6	10 6.6	15 5.8	11 4.3	6 4.4	10 5.0	7 2.3	13 8.5	12 8.1	14 4.7	10 4.7	15 4.5	- -	16 6.6	7 4.8	19 6.1	3 2.3	16 6.5	8 4.4	13 7.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HAVE NEVER EATEN RUSSIAN FOOD/ DON'T KNOW	709 88.2	333 86.5	376 90.0	136 89.5	235 90.7	224 87.5	112 83.0	179 88.6	279 93.6	132 86.3	117 79.1	276 92.6	192 90.1	304 91.3	91 88.3	201 83.4	136 93.2	279 89.1	119 93.0	220 89.8	166 90.7	151 83.0
HAVE EVER EATEN AFRICAN FOOD	43 5.3	19 4.9	24 5.7	10 6.6	11 4.2	14 5.5	9 6.7	13 6.4	10 3.4	9 5.9	11 7.4	12 4.0	14 6.6	20 6.0	4 3.9	19 7.9	5 3.4	15 4.8	8 6.3	17 6.9	5 2.7	9 4.9
MORE THAN ONCE	22 2.7	10 2.6	12 2.9	5 3.3	5 1.9	8 3.1	4 3.0	5 2.5	2 0.7	5 3.3	9 6.1	7 2.3	6 2.8	9 2.7	4 3.9	9 3.7	2 1.4	8 2.6	7 5.5	7 2.9	- 	7 3.8
ONLY ONCE	21 2.6	9 2.3	12 2.9	5 3.3	5 1.9	6 2.3	5 3.7	8 4.0	8 2.7	4 2.6	2 1.4	5 1.7	8 3.8	11 3.3	- 	10 4.1	4 2.7	8 2.6	1 0.8	10 4.1	5 2.7	2 1.1
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HAVE NEVER EATEN AFRICAN FOOD/ DON'T KNOW	760 94.5	366 95.1	394 94.3	142 93.4	249 96.1	242 94.5	126 93.3	189 93.6	288 96.6	144 94.1	136 91.9	286 96.0	199 93.4	313 94.0	99 96.1	222 92.1	140 95.9	297 94.9	121 94.5	229 93.5	178 97.3	173 95.1

TABLE 2

FREQUENCY OF ETHNIC FOOD USAGE IN RESTAURANTS
BY DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE - RESPONDENTS WHO HAVE EATEN ITALIAN FOOD MORE THAN ONCE	732	356	376	132	243	235	121	185	268	140	137	270	187	303	97	220	134	280	103	224	167	180
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	22	10	12	2	5	10	4	9	10	2	1	8	2	5	4	8	4	5	5	4	5	4
	3.0	2.8	3.2	1.5	2.1	4.3	3.3	4.9	3.7	1.4	0.7	3.0	1.1	1.7	4.1	3.6	3.0	1.8	4.9	1.8	3.0	2.2
ABOUT ONCE OR TWICE A YEAR	91	39	51	8	24	32	26	35	33	11	11	29	28	28	11	29	13	38	16	40	10	14
	12.4	11.0	13.6	6.1	9.9	13.6	21.5	18.9	12.3	7.9	8.0	10.7	15.0	9.2	11.3	13.2	9.7	13.6	15.5	17.9	6.0	7.8
ABOUT 3 TO 5 TIMES A YEAR	160	76	84	30	48	57	25	52	59	26	23	60	46	74	15	53	30	62	24	51	45	29
	21.9	21.3	22.3	22.7	19.8	24.3	20.7	28.1	22.0	18.6	16.8	22.2	24.6	24.4	15.5	24.1	22.4	22.1	23.3	22.8	26.9	16.1
ABOUT 6 TO 11 TIMES A YEAR	171	82	89	27	58	53	30	38	68	36	29	63	42	81	23	47	32	69	18	51	34	53
	23.4	23.0	23.7	20.5	23.9	23.4	24.8	20.5	25.4	25.7	21.2	23.3	22.5	26.7	23.7	21.4	23.9	24.6	17.5	22.8	20.4	29.4
ABOUT ONCE A MONTH OR MORE	286	149	137	65	107	80	35	51	96	66	73	109	68	114	44	83	55	105	40	78	73	79
	39.1	41.9	36.4	49.2	44.0	34.0	28.9	27.6	35.8	47.1	53.3	40.4	36.4	37.6	45.4	37.7	41.0	37.5	38.8	34.8	43.7	43.9
DON'T KNOW	2	-	2	-	1	-	2	-	2	-	-	2	1	1	1	-	-	2	-	-	-	1
	0.3		0.5		0.4		1.7		0.7			0.7	0.5	0.3	1.0			0.7				0.6
BASE - RESPONDENTS WHO HAVE EATEN CHINESE FOOD MORE THAN ONCE	668	324	344	115	216	221	115	163	241	133	129	244	176	279	87	210	119	250	94	200	152	173
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	29	12	17	1	8	13	8	14	9	3	3	7	5	11	3	12	8	6	6	12	7	1
	4.3	3.7	4.9	0.9	3.7	5.9	7.0	8.6	3.7	2.3	2.3	2.9	2.8	3.9	3.4	5.7	6.7	2.4	6.4	6.0	4.6	0.6
ABOUT ONCE OR TWICE A YEAR	140	67	73	21	31	42	24	34	50	20	15	60	36	50	16	39	23	60	18	49	31	30
	21.0	20.7	21.2	18.3	23.6	19.0	20.9	33.1	20.7	15.0	11.6	24.6	20.5	17.9	18.4	18.6	19.3	24.0	19.1	24.5	20.4	17.3
ABOUT 3 TO 5 TIMES A YEAR	154	76	78	30	39	59	26	44	62	29	19	61	44	73	16	46	27	66	20	54	38	33
	23.1	23.5	22.7	26.1	18.1	26.7	22.6	27.0	25.7	21.8	14.7	25.0	25.0	26.2	18.4	21.9	22.7	26.4	21.3	27.0	25.0	19.1
ABOUT 6 TO 11 TIMES A YEAR	135	57	78	27	41	45	21	30	58	22	25	46	37	60	15	39	33	47	21	31	30	47
	20.2	17.6	22.7	23.5	19.0	20.4	18.3	18.4	24.1	16.5	19.4	18.9	21.0	21.3	17.2	18.6	27.7	18.8	22.3	15.5	19.7	27.2
ABOUT ONCE A MONTH OR MORE	211	112	98	35	78	62	35	22	61	58	68	71	54	85	37	74	29	71	28	54	46	62
	31.6	34.6	28.5	30.4	36.1	28.1	30.4	13.5	25.3	43.6	52.7	29.1	30.7	30.5	42.5	35.2	24.4	28.4	29.8	27.0	30.3	35.8

TABLE 2 (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRES OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE - RESPONDENTS WHO HAVE EATEN MEXICAN FOOD MORE THAN ONCE	645	327	318	127	220	206	91	146	242	125	130	234	169	271	87	193	115	249	92	185	163	162
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	31	15	16	1	7	14	8	12	12	1	7	8	8	14	5	12	5	9	4	10	5	8
	4.8	4.6	5.0	0.8	3.2	6.8	8.8	8.2	5.0	0.8	5.4	3.4	4.7	5.2	5.7	6.2	4.3	3.6	4.3	5.4	3.1	4.9
ABOUT ONCE OR TWICE A YEAR	110	53	58	11	28	43	28	36	51	12	11	41	32	47	16	32	17	45	15	41	23	18
	17.1	16.2	18.2	8.7	12.7	20.9	30.8	24.7	21.1	9.6	8.5	17.5	18.9	17.3	18.4	16.6	14.8	18.1	16.3	22.2	14.1	11.1
ABOUT 3 TO 5 TIMES A YEAR	152	69	83	29	48	50	25	41	64	29	18	51	35	57	18	46	25	62	27	41	43	32
	23.6	21.1	26.1	22.8	21.8	24.3	27.5	28.1	26.4	23.2	13.8	21.8	20.7	21.0	20.7	23.8	21.7	24.9	29.3	22.2	26.4	19.8
ABOUT 6 TO 11 TIMES A YEAR	87	44	44	17	42	22	6	19	39	14	15	45	22	40	4	20	25	39	15	25	19	26
	13.5	13.5	13.8	13.4	19.1	10.7	6.6	13.0	16.1	11.2	11.5	19.2	13.0	14.8	4.6	10.4	21.7	15.7	16.3	13.5	11.7	16.0
ABOUT ONCE A MONTH OR MORE	261	146	115	66	96	76	24	38	76	68	79	89	73	112	44	82	42	94	29	67	73	78
	40.5	44.6	36.2	52.0	43.6	36.9	26.4	26.0	31.4	54.4	60.8	38.0	43.2	41.3	50.6	42.5	36.5	37.8	31.5	36.2	44.8	48.1
DON'T KNOW	3	1	2	2	-	1	-	1	-	2	-	-	-	2	-	1	2	-	1	1	1	-
	0.5	0.3	0.6	1.6		0.5		0.7		1.6				0.7		0.5	1.7		1.1	0.5	0.6	
BASE - RESPONDENTS WHO HAVE EATEN GERMAN FOOD MORE THAN ONCE	425	212	213	58	114	161	91	107	147	85	84	135	102	170	58	151	62	152	48	120	94	129
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	54	25	29	2	12	27	12	23	21	6	3	17	17	24	6	14	11	23	4	16	15	14
	12.7	11.8	13.6	3.4	10.5	16.8	13.2	21.5	14.3	7.1	3.6	12.6	16.7	14.1	10.3	9.3	17.7	15.1	8.3	13.3	16.0	10.9
ABOUT ONCE OR TWICE A YEAR	154	64	90	22	50	57	24	42	65	30	17	56	42	64	13	52	27	60	14	47	34	46
	36.2	30.2	42.3	37.9	43.9	35.4	26.4	39.3	44.2	35.3	20.2	41.5	41.2	37.6	25.9	34.4	43.5	39.5	29.2	39.2	36.2	35.7
ABOUT 3 TO 5 TIMES A YEAR	137	77	60	20	35	47	35	26	45	34	32	46	34	55	20	47	17	53	20	31	28	51
	32.2	36.3	28.2	34.5	30.7	29.2	38.5	24.3	30.6	40.0	38.1	34.1	33.3	32.4	34.5	31.1	27.4	34.9	41.7	25.8	30.9	39.5
ABOUT 6 TO 11 TIMES A YEAR	46	29	17	8	10	19	9	10	10	8	19	11	5	16	10	22	5	10	7	13	13	11
	10.8	13.7	8.0	13.8	8.8	11.8	9.9	9.3	6.8	9.4	22.6	8.1	4.9	9.4	17.2	14.6	8.1	6.6	14.6	10.8	13.8	8.5
ABOUT ONCE A MONTH OR MORE	28	13	15	5	7	8	9	4	5	6	12	5	4	11	5	13	3	6	3	11	3	6
	6.6	6.1	7.0	8.6	6.1	5.0	9.9	3.7	3.4	7.1	14.3	3.7	3.9	6.5	8.6	8.6	4.8	3.9	6.3	9.2	3.2	4.7
DON'T KNOW	5	3	2	1	-	2	2	2	1	1	1	-	-	-	2	3	-	-	-	2	-	1
	1.2	1.4	0.9	1.7		1.2	2.2	1.9	0.7	1.2	1.2				3.4	2.0				1.7		0.8

TABLE 2 (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRES EACE OF WKG. FTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE - RESPONDENTS WHO HAVE EATEN FRENCH FOOD MORE THAN ONCE	392	191	200	80	110	132	68	96	130	74	90	120	102	157	58	128	66	139	47	95	97	122
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	37	19	18	2	4	17	13	14	11	4	7	9	12	13	8	11	2	15	7	11	8	8
	9.4	9.9	9.0	2.5	3.6	12.9	19.1	14.6	8.5	5.4	7.8	7.5	11.8	8.3	13.8	8.6	3.0	10.8	14.9	11.6	8.2	6.6
ABOUT ONCE OR TWICE A YEAR	127	57	70	32	32	40	23	41	45	17	24	42	37	61	13	42	21	51	15	33	34	34
	32.4	29.8	35.0	40.0	29.1	30.3	33.8	42.7	34.6	23.0	26.7	35.0	36.3	38.9	22.4	32.8	31.8	36.7	31.9	34.7	35.1	27.9
ABOUT 3 TO 5 TIMES A YEAR	145	76	69	25	51	47	21	28	48	34	34	47	30	43	22	49	27	47	15	35	39	44
	37.0	39.8	34.5	31.3	46.4	35.6	30.9	29.2	36.9	45.9	37.8	39.2	29.4	27.4	37.9	38.3	40.9	33.8	31.9	36.8	40.2	36.1
ABOUT 6 TO 11 TIMES A YEAR	40	18	23	9	10	14	7	6	14	7	13	14	11	23	5	13	11	12	3	11	6	17
	10.2	9.4	11.5	11.3	9.1	10.6	10.3	6.3	10.8	9.5	14.4	11.7	10.8	14.6	8.6	10.2	16.7	8.6	6.4	11.6	6.2	13.9
ABOUT ONCE A MONTH OR MORE	41	22	20	11	14	14	3	7	11	12	11	9	11	16	10	14	4	13	7	5	10	19
	10.5	11.5	10.0	13.8	12.7	10.6	4.4	7.3	8.5	16.2	12.2	7.5	10.8	10.2	17.2	10.9	6.1	9.4	14.9	5.3	10.3	15.6
DON'T KNOW	1	-	1	-	-	-	1	-	-	-	1	-	1	1	-	-	-	1	-	-	-	-
	0.3		0.5				1.5				1.1		1.0	0.6				0.7				
BASE - RESPONDENTS WHO HAVE EATEN GREEK FOOD MORE THAN ONCE	329	174	155	46	95	123	64	73	99	69	86	100	68	138	52	123	55	98	39	82	72	108
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	51	29	22	5	4	27	15	20	13	9	10	15	11	18	11	13	11	16	10	12	10	18
	15.5	16.7	14.2	10.9	4.2	22.0	23.4	27.4	13.1	13.0	11.6	15.0	16.2	13.0	21.2	10.6	20.0	16.3	25.6	14.6	13.9	16.7
ABOUT ONCE OR TWICE A YEAR	146	80	66	19	44	56	27	33	47	30	34	56	27	68	18	54	27	46	14	39	28	55
	44.4	46.0	42.6	41.3	46.3	45.5	42.2	45.2	47.5	43.5	39.5	56.0	39.7	49.3	34.6	43.9	49.1	46.9	35.9	47.6	38.9	49.1
ABOUT 3 TO 5 TIMES A YEAR	78	38	40	10	29	23	16	15	24	18	20	18	17	30	14	31	8	25	9	17	23	21
	23.7	21.8	25.8	21.7	30.5	18.7	25.0	20.5	24.2	26.1	23.3	18.0	25.0	21.7	26.9	25.2	14.5	25.5	23.1	20.7	31.9	19.4
ABOUT 6 TO 11 TIMES A YEAR	27	9	18	5	8	8	5	4	5	6	11	7	8	12	5	11	3	8	5	5	8	10
	8.2	5.2	11.6	10.9	8.4	6.5	7.8	5.5	5.1	8.7	12.8	7.0	11.8	8.7	9.6	8.9	5.5	8.2	12.8	6.1	11.1	9.3
ABOUT ONCE A MONTH OR MORE	28	18	10	7	10	9	2	1	10	6	10	5	5	11	3	14	6	4	2	9	4	7
	8.5	10.3	6.5	15.2	10.5	7.3	3.1	1.4	10.1	8.7	11.6	5.0	7.4	8.0	5.8	11.4	10.9	4.1	5.1	11.0	5.6	6.5

TABLE 2 (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE - RESPONDENTS WHO HAVE EATEN JAPANESE FOOD MORE THAN ONCE	305	165	140	44	111	104	46	70	104	69	61	99	78	116	40	109	47	109	28	70	71	117
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	41	19	22	2	8	20	11	22	11	4	4	14	13	16	2	17	5	16	2	9	9	19
	13.4	11.5	15.7	4.5	7.2	19.2	23.9	31.4	10.6	5.8	6.6	14.1	16.7	13.8	5.0	15.6	10.6	14.7	7.1	12.9	12.7	16.2
ABOUT ONCE OR TWICE A YEAR	99	51	48	10	39	36	13	29	39	16	15	35	27	42	10	34	14	41	12	23	26	30
	32.5	30.9	34.3	22.7	35.1	34.6	28.3	41.4	37.5	23.2	24.6	35.4	34.6	36.2	25.0	31.2	29.8	37.6	42.9	32.9	36.6	25.6
ABOUT 3 TO 5 TIMES A YEAR	82	44	38	14	28	23	17	14	33	25	10	28	17	25	15	23	17	28	7	17	17	37
	26.9	26.7	27.1	31.8	25.2	22.1	37.0	20.0	31.7	36.2	16.4	28.3	21.8	21.6	37.5	21.1	36.2	25.7	25.0	24.3	23.9	31.6
ABOUT 6 TO 11 TIMES A YEAR	43	26	17	8	19	15	2	4	11	11	13	8	11	19	8	20	6	10	2	10	10	20
	14.1	15.8	12.1	18.2	17.1	14.4	4.3	5.7	10.6	15.9	29.5	8.1	14.1	16.4	20.0	18.3	12.8	9.2	7.1	14.3	14.1	17.1
ABOUT ONCE A MONTH OR MORE	40	25	16	10	17	10	4	2	11	13	14	13	11	14	6	16	7	12	4	12	10	11
	13.1	15.2	11.4	22.7	15.3	9.6	8.7	2.9	10.6	18.8	23.0	13.1	14.1	12.1	15.0	14.7	14.9	11.0	14.3	17.1	14.1	9.4
BASE - RESPONDENTS WHO HAVE EATEN SPANISH FOOD MORE THAN ONCE	274	136	138	52	89	89	42	66	91	50	66	93	76	117	46	84	43	100	43	79	60	74
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	23	12	12	1	6	8	9	12	8	2	1	6	6	11	6	6	4	8	4	12	4	4
	8.4	8.8	8.7	1.9	6.7	9.0	21.4	18.2	8.8	4.0	1.5	6.5	7.9	9.4	13.0	7.1	9.3	8.0	9.3	15.2	6.7	5.4
ABOUT ONCE OR TWICE A YEAR	70	38	32	9	22	24	14	20	19	8	24	20	21	29	13	23	10	24	12	15	20	10
	25.5	27.9	23.2	17.3	24.7	27.0	33.3	30.3	20.9	16.0	36.4	21.5	27.6	24.8	28.3	27.4	23.3	24.0	27.9	19.0	33.3	25.7
ABOUT 3 TO 5 TIMES A YEAR	95	44	51	18	31	34	11	20	47	16	12	33	24	43	11	29	18	36	15	24	18	30
	34.7	32.4	37.0	34.6	34.8	38.2	26.2	30.3	51.6	32.0	18.2	35.5	31.6	36.8	23.9	34.5	41.9	36.0	34.9	30.4	30.0	40.5
ABOUT 6 TO 11 TIMES A YEAR	30	12	18	7	14	8	2	3	9	10	8	14	10	14	4	8	2	16	6	9	4	9
	10.9	8.8	13.0	13.5	15.7	9.0	4.8	4.5	9.9	20.0	12.1	15.1	13.2	12.0	8.7	9.5	4.7	16.0	14.0	11.4	6.7	12.2
ABOUT ONCE A MONTH OR MORE	56	31	25	17	17	16	6	11	8	14	23	19	16	20	12	19	9	16	6	18	13	13
	20.4	22.8	18.1	32.7	19.1	18.0	14.3	16.7	8.8	28.0	34.8	20.4	21.1	17.1	26.1	22.6	20.9	16.0	14.0	22.8	21.7	17.6
DON'T KNOW	1	-	1	-	-	-	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-
	0.4		0.7				2.4		1.1			1.1						1.0				

TABLE 2 (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRES ENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE - RESPONDENTS WHO HAVE EATEN BRITISH FOOD MORE THAN ONCE	237	126	112	43	53	85	55	51	73	48	64	61	58	80	42	80	30	84	27	61	52	79
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	33	13	20	4	4	17	8	11	10	5	7	9	7	8	7	10	4	12	3	8	5	12
	13.9	10.3	17.9	9.3	7.5	20.0	14.5	21.6	13.7	10.4	10.9	14.8	12.1	10.0	16.7	12.5	13.3	14.3	11.1	13.1	9.6	15.2
ABOUT ONCE OR TWICE A YEAR	89	38	51	8	20	31	29	20	36	14	19	21	28	33	19	26	12	32	7	27	25	26
	37.6	30.2	45.5	18.6	37.7	36.5	52.7	39.2	49.3	29.2	29.7	34.4	48.3	41.3	45.2	32.5	40.0	38.1	25.9	44.3	48.1	32.9
ABOUT 3 TO 5 TIMES A YEAR	72	48	24	23	18	23	8	16	20	16	21	21	17	28	10	21	11	30	9	17	14	28
	30.4	38.1	21.4	53.5	34.0	27.1	14.5	31.4	27.4	33.3	32.8	34.4	29.3	35.0	23.8	26.3	36.7	35.7	33.3	27.9	26.9	35.4
ABOUT 6 TO 11 TIMES A YEAR	16	9	7	4	3	5	3	2	2	8	4	5	4	5	-	7	2	7	4	4	3	4
	6.8	7.1	6.3	9.3	5.7	5.9	5.5	3.9	2.7	16.7	6.3	8.2	6.9	6.3		8.8	6.7	8.3	14.8	6.6	5.8	5.1
ABOUT ONCE A MONTH OR MORE	26	18	9	1	9	9	6	4	4	6	13	4	1	6	6	16	1	3	4	5	4	9
	11.0	14.3	8.0	2.3	17.0	10.6	10.9	7.8	5.5	12.5	20.3	6.6	1.7	7.5	14.3	20.0	3.3	3.6	14.8	8.2	7.7	11.4
DON'T KNOW	2	-	2	1	-	-	1	-	1	-	1	-	1	1	-	1	-	1	-	-	-	-
	0.8		1.8	2.3			1.8		1.4		1.6		1.7	1.3		1.3		1.2				
BASE - RESPONDENTS WHO HAVE EATEN EASTERN EUROPEAN FOOD MORE THAN ONCE	229	126	103	26	71	85	46	47	65	59	57	75	48	86	39	81	36	72	29	61	54	65
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	29	15	14	1	8	13	7	10	6	11	1	8	7	9	2	11	8	8	3	10	5	8
	12.7	11.9	13.6	3.8	11.3	15.3	15.2	21.3	9.2	18.6	1.8	10.7	14.6	10.5	5.1	13.6	22.2	11.1	10.3	16.4	9.3	12.3
ABOUT ONCE OR TWICE A YEAR	93	48	44	10	26	33	24	23	28	21	20	30	17	33	21	30	14	28	14	27	20	23
	40.6	38.1	42.7	38.5	36.6	38.8	52.2	48.9	43.1	35.6	35.1	40.0	35.4	38.4	53.8	37.0	38.9	38.9	48.3	44.3	37.0	35.4
ABOUT 3 TO 5 TIMES A YEAR	55	35	20	7	20	22	5	8	19	12	16	23	14	28	7	21	7	21	8	12	11	22
	24.0	27.8	19.4	26.9	28.2	25.9	10.9	17.0	29.2	20.3	28.1	30.7	29.2	32.6	17.9	25.9	19.4	29.2	27.6	19.7	20.4	33.8
ABOUT 6 TO 11 TIMES A YEAR	27	16	11	2	10	8	7	6	4	6	10	8	3	5	6	9	3	9	2	7	7	8
	11.8	12.7	10.7	7.7	14.1	9.4	15.2	12.8	6.2	10.2	17.5	10.7	6.3	5.8	15.4	11.1	8.3	12.5	6.9	11.5	13.0	12.3
ABOUT ONCE A MONTH OR MORE	25	12	13	5	8	9	3	-	8	9	8	5	8	10	4	10	4	7	2	5	11	5
	10.9	9.5	12.6	19.2	11.3	10.6	6.5		12.3	15.3	14.0	6.7	16.7	11.6	10.3	12.3	11.1	9.7	6.9	8.2	20.4	7.7

TABLE 2 (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE - RESPONDENTS WHO HAVE EATEN SCANDINAVIAN FOOD MORE THAN ONCE	131	72	59	14	28	56	32	36	34	32	29	31	28	41	25	51	22	33	17	35	29	40
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	26 19.8	18 25.0	9 15.3	2 14.3	3 10.7	16 28.6	5 15.6	11 30.6	5 14.7	4 12.5	6 20.7	5 16.1	5 17.9	7 17.1	5 20.0	13 25.5	4 18.2	4 12.1	1 5.9	8 22.9	5 17.2	10 25.0
ABOUT ONCE OR TWICE A YEAR	46 35.1	19 26.4	27 45.8	3 21.4	13 46.4	21 37.5	9 28.1	15 41.7	14 41.2	10 31.3	7 24.1	18 58.1	10 35.7	17 41.5	7 28.0	12 23.5	9 40.9	18 54.5	8 47.1	11 31.4	8 27.6	16 40.0
ABOUT 3 TO 5 TIMES A YEAR	37 28.2	23 31.9	14 23.7	4 28.6	10 35.7	12 21.4	11 34.4	4 11.1	9 26.5	13 40.6	11 37.9	7 22.6	9 32.1	11 26.8	11 44.0	13 25.5	5 22.7	8 24.2	7 41.2	11 31.4	10 34.5	7 17.5
ABOUT 6 TO 11 TIMES A YEAR	11 8.4	6 8.3	5 8.5	2 14.3	2 7.1	3 5.4	4 12.5	4 11.1	3 8.8	2 6.3	1 3.4	- 	3 10.7	5 12.2	2 8.0	4 7.8	3 13.6	2 6.1	1 5.9	3 8.6	4 13.8	3 7.5
ABOUT ONCE A MONTH OR MORE	9 6.9	6 8.3	3 5.1	3 21.4	- 	4 7.1	2 6.3	- 	2 5.9	3 9.4	4 13.8	- 	1 3.6	1 2.4	1 4.0	7 13.7	1 4.5	- 	- 	2 5.7	2 6.9	3 7.5
DON'T KNOW	1 0.8	-	1 1.7	-	-	-	1 3.1	1 2.8	-	-	-	-	-	-	-	1 2.0	-	-	-	1 2.9	-	-
BASE - RESPONDENTS WHO HAVE EATEN INDIAN FOOD MORE THAN ONCE	105	57	48	18	37	37	13	22	34	20	27	29	25	42	12	45	17	31	17	28	18	34
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	19 18.1	12 21.1	7 14.6	2 11.1	4 10.8	7 18.9	6 46.2	5 22.7	7 20.6	3 15.0	3 11.1	3 10.3	3 12.0	7 16.7	2 16.7	10 22.2	4 23.5	3 9.7	5 29.4	4 15.4	3 16.7	5 14.7
ABOUT ONCE OR TWICE A YEAR	46 43.8	23 40.4	23 47.9	10 55.6	15 40.5	17 45.9	4 30.8	11 50.0	11 32.4	9 45.0	14 51.9	13 44.8	15 60.0	19 45.2	5 41.7	17 37.8	6 35.3	17 54.8	3 17.6	13 50.0	11 61.1	17 50.0
ABOUT 3 TO 5 TIMES A YEAR	18 17.1	10 17.5	8 16.7	2 11.1	10 27.0	5 13.5	2 15.4	2 9.1	8 23.5	6 30.0	2 7.4	10 34.5	2 8.0	7 16.7	2 16.7	6 13.3	4 23.5	7 22.6	1 5.9	2 7.1	2 11.1	7 20.6
ABOUT 6 TO 11 TIMES A YEAR	7 6.7	3 5.3	4 8.3	- 	5 13.5	1 2.7	1 7.7	2 9.1	2 5.9	1 5.0	2 7.4	1 3.4	2 8.0	3 7.1	2 16.7	3 6.7	1 3.9	2 6.5	2 11.8	1 11.5	- 	2 5.9
ABOUT ONCE A MONTH OR MORE	14 13.3	7 12.3	6 12.5	5 27.8	2 5.4	5 13.5	1 7.7	- 	7 20.6	1 5.0	6 22.2	3 10.3	3 12.0	6 14.3	2 16.7	8 17.8	1 5.9	2 6.5	1 5.9	4 15.4	2 11.1	2 8.8
DON'T KNOW	1 1.0	1 1.8	-	-	-	1 2.7	-	1 4.5	-	-	-	-	-	-	-	1 2.2	-	-	1 5.9	-	-	-

TABLE 2 (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRES ENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE - RESPONDENTS WHO HAVE EATEN OTHER ORIENTAL FOOD MORE THAN ONCE	119	80	38	21	41	39	16	16	40	23	39	37	34	40	17	41	17	43	10	22	35	40
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	11 9.2	9 11.3	2 5.3	-	1 2.4	6 15.4	4 25.0	1 6.3	4 10.0	2 8.7	4 10.3	4 10.8	3 8.8	1 2.5	2 11.8	4 9.8	1 5.9	3 7.0	-	3 13.6	4 11.4	4 10.0
ABOUT ONCE OR TWICE A YEAR	49 41.2	31 38.8	18 47.4	9 42.9	17 41.5	15 38.5	8 50.0	10 62.5	19 47.5	6 26.1	13 33.3	15 40.5	9 26.5	22 55.0	4 23.5	17 41.5	10 58.8	18 41.9	5 50.0	7 31.8	14 40.0	16 40.0
ABOUT 3 TO 5 TIMES A YEAR	31 26.1	22 27.5	9 23.7	4 19.0	13 31.7	13 33.3	1 6.3	4 25.0	9 22.5	8 34.8	11 28.2	10 27.0	14 41.2	10 25.0	4 23.5	11 26.8	4 23.5	13 30.2	1 10.0	7 31.8	12 34.3	11 27.5
ABOUT 6 TO 11 TIMES A YEAR	15 12.6	10 12.5	5 13.2	2 9.5	7 17.1	2 5.1	3 18.8	1 6.3	4 10.0	6 26.1	3 7.7	5 13.5	4 11.8	5 12.5	4 23.5	2 4.9	2 11.8	6 14.0	2 20.0	1 4.5	4 11.4	6 15.0
ABOUT ONCE A MONTH OR MORE	12 10.1	9 11.3	3 7.9	5 23.8	2 4.9	3 7.7	1 6.3	-	4 10.0	1 4.3	7 17.9	1 2.7	3 8.8	1 2.5	2 11.8	6 14.6	-	4 9.3	2 20.0	4 18.2	-	3 7.5
DON'T KNOW	1 0.8	-	1 2.6	-	-	1 2.6	-	-	-	-	1 2.6	-	-	1 2.5	-	1 2.4	-	-	-	-	-	1 2.5
BASE - RESPS. WHO HAVE EATEN LATIN AMERICAN/ CARIBBEAN FOOD MORE THAN ONCE	109	67	42	17	29	41	22	20	34	17	38	33	25	42	22	37	20	30	11	32	22	34
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	15 13.8	9 13.4	6 14.3	-	3 10.3	8 19.5	4 18.2	3 15.0	3 8.8	3 17.6	6 15.8	3 9.1	3 12.0	7 16.7	2 9.1	8 21.6	3 15.0	2 6.7	2 18.2	3 9.4	4 18.2	4 11.8
ABOUT ONCE OR TWICE A YEAR	38 34.9	22 32.8	16 38.1	5 29.4	11 37.9	12 29.3	10 45.5	6 30.0	9 26.5	8 47.1	16 42.1	11 33.3	9 36.0	15 35.7	4 18.2	12 32.4	10 50.0	12 40.0	3 27.3	10 31.3	8 36.4	13 38.2
ABOUT 3 TO 5 TIMES A YEAR	28 25.7	19 28.4	9 21.4	4 23.5	9 31.0	8 19.5	6 27.3	7 35.0	7 20.6	4 23.5	10 26.3	9 27.3	3 12.0	7 16.7	10 45.5	8 21.6	4 20.0	6 20.0	1 9.1	10 31.3	6 27.3	9 26.5
ABOUT 6 TO 11 TIMES A YEAR	15 13.8	12 17.9	3 7.1	5 29.4	3 10.3	4 9.8	2 9.1	3 15.0	9 26.5	1 5.9	2 5.3	7 21.2	6 24.0	10 23.8	2 9.1	4 10.8	3 15.0	5 16.7	5 45.5	3 9.4	4 18.2	3 8.8
ABOUT ONCE A MONTH OR MORE	13 11.9	6 9.0	7 16.7	2 11.8	2 6.9	8 19.5	1 4.5	2 10.0	4 11.8	2 11.8	5 13.2	2 6.1	3 12.0	4 9.5	3 13.6	5 13.5	1 5.0	4 13.3	-	6 18.8	-	5 14.7
DON'T KNOW	1 0.9	-	1 2.4	-	1 3.4	-	-	-	1 2.9	-	-	1 3.0	1 4.0	-	-	-	-	1 3.3	-	-	1 4.5	-

TABLE 2 (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE - RESPONDENTS WHO HAVE EATEN MIDDLE EASTERN FOOD MORE THAN ONCE	99	58	41	15	38	31	15	17	34	20	28	27	17	35	20	40	12	27	10	31	12	34
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	14	6	9	1	7	2	5	2	5	2	5	8	-	3	4	5	3	3	-	5	2	5
	14.1	10.3	22.0	6.7	18.4	6.5	33.3	11.8	14.7	10.0	17.9	29.6		8.6	20.0	12.5	25.0	11.1		16.1	16.7	14.7
ABOUT ONCE OR TWICE A YEAR	34	19	15	4	14	12	4	5	11	10	8	11	9	17	4	15	4	11	2	8	6	13
	34.3	32.8	36.6	26.7	36.8	38.7	26.7	29.4	32.4	50.0	28.6	40.7	52.9	48.6	20.0	37.5	33.3	40.7	20.0	25.8	50.0	38.2
ABOUT 3 TO 5 TIMES A YEAR	30	19	11	6	10	10	4	6	13	2	9	5	6	8	10	7	4	9	4	11	2	11
	30.3	32.8	26.8	40.0	26.3	32.3	26.7	35.3	38.2	10.0	32.1	18.5	35.3	22.9	50.0	17.5	33.3	33.3	40.0	35.5	16.7	32.4
ABOUT 6 TO 11 TIMES A YEAR	7	6	2	-	5	2	-	1	1	3	2	1	-	4	1	5	-	1	1	3	-	2
	7.1	10.3	4.9		13.2	6.5		5.9	2.9	15.0	7.1	3.7		11.4	5.0	12.5		3.7	10.0	9.7		5.9
ABOUT ONCE A MONTH OR MORE	11	7	4	4	2	4	2	1	3	3	4	1	2	3	2	7	1	1	3	2	1	2
	11.1	12.1	9.8	26.7	5.3	12.9	13.3	5.9	8.8	15.0	14.3	3.7	11.8	8.6	10.0	17.5	8.3	3.7	30.0	6.5	8.3	5.9
DON'T KNOW	2	1	1	-	-	1	1	1	1	-	-	1	-	-	-	1	-	1	-	1	-	1
	2.0	1.7	2.4			3.2	6.7	5.9	2.9			3.7				2.5		3.7		3.2		2.9
BASE - RESPONDENTS WHO HAVE EATEN RUSSIAN FOOD MORE THAN ONCE	52	25	27	5	9	21	17	14	12	8	19	8	11	14	12	23	3	14	7	9	9	18
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	17	7	10	1	4	7	6	3	2	4	7	2	2	2	5	8	1	4	-	2	4	5
	32.7	28.0	37.0	20.0	44.4	33.3	35.3	35.7	16.7	50.0	36.8	25.0	18.2	14.3	41.7	34.8	33.3	28.6		22.2	44.4	27.8
ABOUT ONCE OR TWICE A YEAR	24	15	9	3	3	10	8	7	7	2	8	5	7	9	4	11	1	8	5	5	4	9
	46.2	60.0	33.3	60.0	33.3	47.6	47.1	50.0	58.3	25.0	42.1	62.5	63.6	64.3	33.3	47.8	33.3	57.1	71.4	55.6	44.4	50.0
ABOUT 3 TO 5 TIMES A YEAR	5	-	5	1	1	2	2	2	1	-	2	1	2	1	1	2	1	1	2	-	2	1
	9.6		18.5	20.0	11.1	9.5	11.8	14.3	8.3		10.5	12.5	18.2	7.1	8.3	8.7	33.3	7.1	28.6		22.2	5.6
ABOUT 6 TO 11 TIMES A YEAR	3	1	2	-	-	2	1	-	1	1	1	-	1	1	1	1	1	-	-	1	-	2
	5.8	4.0	7.4			9.5	5.9		8.3	12.5	5.3		9.1	7.1	8.3	4.3	33.3		-	11.1		11.1
ABOUT ONCE A MONTH OR MORE	3	1	2	1	1		1	1	1	1	-	-	1	1	1	1	-	1	-	2	-	1
	5.8	4.0	7.4	20.0	11.1		5.9	7.1	8.3	12.5			9.1	7.1	8.3	4.3		7.1		22.2		5.6

TABLE 2 (Continued)

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD 12 AND UNDER	CHLDRN. IN HOUSEHOLD 13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE - RESPONDENTS WHO HAVE EATEN AFRICAN FOOD MORE THAN ONCE	22	10	12	5	5	8	4	5	2	5	9	7	6	9	4	9	2	8	7	7	-	7
USAGE FREQUENCY																						
LESS THAN ONCE A YEAR	3	1	2	1	-	1	1	1	-	2	-	-	1	1	1	1	1	-	1	1	-	1
	13.6	10.0	16.7	20.0		12.5	25.0	20.0		40.0			16.7	11.1	25.0	11.1	50.0		14.3	14.3		14.3
ABOUT ONCE OR TWICE A YEAR	8	4	3	2	-	4	2	1	2	1	3	3	3	4	-	2	1	4	1	2	-	3
	36.4	40.0	25.0	40.0		50.0	50.0	20.0	100.0	20.0	33.3	42.9	50.0	44.4		22.2	50.0	50.0	14.3	28.6		42.9
ABOUT 3 TO 5 TIMES A YEAR	7	4	2	1	4	2	-	2	-	-	4	3	1	4	-	4	-	3	2	2	-	2
	31.8	40.0	16.7	20.0	80.0	25.0		40.0			44.4	42.9	16.7	44.4		44.4		37.5	28.6	28.6		28.6
ABOUT 6 TO 11 TIMES A YEAR	2	-	2	2	1	-	-	-	1	1	1	1	2	1	1	2	-	-	2	1	-	-
	9.1		16.7	40.0	20.0				50.0	20.0	11.1	14.3	33.3	11.1	25.0	22.2			28.6	14.3		
ABOUT ONCE A MONTH OR MORE	2	-	2	-	1	1	1	1	-	1	1	-	-	-	2	-	-	-	-	2	-	1
	9.1		16.7		20.0	12.5	25.0	20.0		20.0	11.1				50.0					28.6		14.3

TABLE 3

I WOULD TRY MORE ETHNIC DISHES IF THEY WERE AVAILABLE AT RESTAURANTS

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	182
I WOULD TRY MORE ETHNIC DISHES IF THEY WERE AVAILABLE AT RESTAURANTS																						
10 AGREE COMPLETELY	282	126	156	60	98	93	32	64	93	63	60	106	83	134	33	93	52	104	42	81	72	66
	35.1	32.7	37.3	39.5	37.8	35.9	23.7	31.7	31.2	41.2	40.5	35.6	39.0	40.2	32.0	38.6	35.6	33.2	32.8	33.1	39.3	36.3
9	26	18	9	8	13	3	2	5	8	7	5	10	7	14	5	8	3	10	4	12	7	2
	3.2	4.7	2.2	5.3	5.0	1.2	1.5	2.5	2.7	4.6	3.4	3.4	3.3	4.2	4.9	3.3	2.1	3.2	3.1	4.9	3.8	1.1
8	72	37	35	18	24	17	11	22	29	9	11	32	20	25	7	18	13	33	11	20	17	19
	9.0	9.6	8.4	11.8	9.3	6.6	8.1	10.9	9.7	5.9	7.4	10.7	9.4	7.5	6.8	7.5	8.9	10.5	8.6	8.2	9.3	10.4
7	68	37	31	14	24	25	4	10	30	17	11	26	12	23	9	18	13	28	8	17	21	17
	8.5	9.6	7.4	9.2	9.3	9.8	3.0	5.0	10.1	11.1	7.4	8.7	5.6	6.9	8.7	7.5	8.9	8.9	6.3	6.9	11.5	9.3
6	33	16	17	5	11	10	7	9	9	4	11	7	11	13	5	13	7	8	4	11	6	8
	4.1	4.2	4.1	3.3	4.2	3.9	5.2	4.5	3.0	2.6	7.4	2.3	5.2	3.9	4.9	5.4	4.8	2.6	3.1	4.5	3.3	4.4
5 NEITHER AGREE NOR DISAGREE	167	73	94	20	55	58	32	44	73	28	21	58	44	64	23	47	30	66	23	62	31	37
	20.8	19.0	22.5	13.2	21.2	22.7	23.7	21.8	24.5	18.3	14.2	19.5	20.7	19.2	22.3	19.5	20.5	21.1	18.0	25.3	16.9	20.3
4	18	7	11	2	4	5	7	9	7	-	2	5	5	8	4	5	2	7	2	6	5	6
	2.2	1.8	2.6	1.3	1.5	2.0	5.2	4.5	2.3		1.4	1.7	2.3	2.4	3.9	2.1	1.4	2.2	1.6	2.4	2.7	3.3
3	37	26	11	10	7	12	9	11	10	10	5	15	13	19	3	10	7	18	5	12	5	8
	4.6	6.8	2.6	6.6	2.7	4.7	6.7	5.4	3.4	6.5	3.4	5.0	6.1	5.7	2.9	4.1	4.8	5.8	3.9	4.9	2.7	4.4
2	20	9	12	4	4	8	5	8	5	3	4	8	4	9	3	5	2	10	5	8	4	3
	2.5	2.3	2.9	2.6	1.5	3.1	3.7	4.0	1.7	2.0	2.7	2.7	1.9	2.7	2.9	2.1	1.4	3.2	3.9	3.3	2.2	1.6
1 DISAGREE COMPLETELY	79	38	41	11	19	25	24	19	34	11	15	31	15	24	11	23	17	29	24	17	15	16
	9.8	9.9	9.8	7.2	7.3	9.8	17.8	9.4	11.4	7.2	10.1	10.4	7.0	7.2	10.7	9.5	11.6	9.3	18.8	6.9	8.2	8.8
DON'T KNOW	2	-	2	-	-	-	2	-	-	1	1	-	-	-	1	1	-	-	1	-	-	1
	0.2		0.5				1.5			0.7	0.7				1.0	0.4			0.8			0.5
MEAN	6.8	6.7	6.8	7.3	7.2	6.7	5.6	6.5	6.6	7.2	7.0	6.8	7.0	7.1	6.6	7.0	6.7	6.7	6.2	6.8	7.2	6.9
STD. DEV.	3.2	3.7	2.7	3.2	3.0	3.2	3.4	3.2	3.2	3.1	3.4	3.2	3.1	3.1	3.2	3.2	3.3	3.2	3.5	3.0	3.2	3.2
STD. ERR.	0.1	0.2	0.1	0.3	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.3	0.2	0.2	0.2

TABLE 4

I WISH MORE ETHNIC DISHES WERE AVAILABLE
AT FAMILY STYLE RESTAURANTS

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG NO.: 1-2	FREQ OF EATING OUT IN AVG NO.: 3-5	FREQ OF EATING OUT IN AVG NO.: 6-10	FREQ OF EATING OUT IN AVG NO.: 11+	CHILDREN IN HOUSEHOLD: 12 AND UNDER	CHILDREN IN HOUSEHOLD: 13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	HOUSEHOLD SIZE: 2	HOUSEHOLD SIZE: 3	HOUSEHOLD SIZE: 4+	INCOME: <15K	INCOME: 15K-24.9	INCOME: 25K-34.9	INCOME: 35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	198
I WISH MORE ETHNIC DISHES WERE AVAILABLE AT FAMILY STYLE RESTAURANTS																						
10 AGREE COMPLETELY	250	104	147	53	82	86	29	62	93	47	48	100	74	116	35	67	53	95	48	82	68	34
	31.1	27.0	35.2	34.9	31.7	33.6	21.5	30.7	31.2	30.7	32.4	33.6	34.7	34.8	34.0	27.8	36.3	30.4	37.5	33.5	37.2	19.2
9	26	16	10	7	9	9	1	8	10	6	1	9	8	14	1	14	1	10	1	8	8	6
	3.2	4.2	2.4	4.6	3.5	3.5	0.7	4.0	3.4	3.9	0.7	3.0	3.8	4.2	1.0	5.8	0.7	3.2	0.8	3.3	4.4	3.0
8	81	41	41	17	32	23	11	19	28	15	19	30	14	33	11	29	14	27	9	23	19	25
	10.1	10.6	9.8	11.2	12.4	9.0	8.1	9.4	9.4	9.8	12.8	10.1	6.6	9.9	10.7	12.0	9.6	8.6	7.0	9.4	10.4	13.7
7	64	39	25	17	20	17	10	11	27	16	11	21	19	25	5	16	9	33	3	19	15	27
	8.0	10.1	6.0	11.2	7.7	6.6	7.4	5.4	9.1	10.5	7.4	7.0	8.9	7.5	4.9	6.6	6.2	10.5	2.3	7.8	8.2	12.1
6	47	26	20	9	23	8	7	13	13	11	10	18	11	15	6	14	6	20	8	11	12	11
	5.8	6.8	4.8	5.9	8.9	3.1	5.2	6.4	4.4	7.2	6.8	6.0	5.2	4.5	5.8	5.8	4.1	6.4	6.3	4.5	6.6	6.1
5 NEITHER AGREE NOR DISAGREE	214	93	121	30	66	72	46	59	84	39	31	80	56	93	23	64	42	86	33	64	40	57
	26.6	24.2	28.9	19.7	25.5	28.1	34.1	29.2	28.2	25.5	20.9	26.8	26.3	27.9	22.3	26.6	28.8	27.5	25.8	26.1	21.9	30.1
4	13	9	4	4	3	3	2	3	4	2	3	3	7	5	1	3	1	7	2	7	1	1
	1.6	2.3	1.0	2.6	1.2	1.2	1.5	1.5	1.3	1.3	2.0	1.0	3.3	1.5	1.0	1.2	0.7	2.2	1.6	2.9	0.5	0.5
3	26	15	11	4	9	11	2	8	11	3	4	13	9	11	4	6	2	14	6	10	2	4
	3.2	3.9	2.6	2.6	3.5	4.3	1.5	4.0	3.7	2.0	2.7	4.4	4.2	3.3	3.9	2.5	1.4	4.5	4.7	4.1	1.1	2.7
2	19	10	9	5	3	6	5	7	5	2	6	3	4	7	5	7	4	2	4	4	4	5
	2.4	2.6	2.2	3.3	1.2	2.3	3.7	3.5	1.7	1.3	4.1	1.0	1.9	2.1	4.9	2.9	2.7	0.6	3.1	1.6	2.2	2.7
1 DISAGREE COMPLETELY	63	32	30	5	12	22	23	14	23	12	13	22	11	14	11	20	13	19	15	17	14	14
	7.8	8.3	7.2	3.3	4.6	8.6	17.0	6.9	7.7	7.8	8.8	7.4	5.2	4.2	10.7	8.3	8.9	6.1	11.7	6.9	7.7	7.1
DON'T KNOW	1	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1
	0.1		0.2				0.7			0.7					1.0							0.5
MEAN	6.8	6.6	6.9	7.2	7.0	6.7	5.7	6.7	6.8	6.9	6.7	6.9	7.0	7.1	6.5	6.7	6.8	6.8	6.6	6.9	7.2	6.4
STD. DEV.	3.0	3.4	2.5	2.8	2.7	3.1	3.1	2.9	3.0	2.9	3.2	3.0	2.9	2.8	3.3	3.0	3.1	2.9	3.3	3.0	3.0	2.9
STD. ERR.	0.1	0.2	0.1	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.3	0.2	0.2	0.2

TABLE 5

I LIKE TO TRY ITEMS I HAVE NEVER EATEN BEFORE WHEN I EAT OUT

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	182
I LIKE TO TRY ITEMS I HAVE NEVER EATEN BEFORE WHEN I EAT OUT																						
10 AGREE COMPLETELY	272	124	147	53	89	89	39	65	95	57	54	92	72	114	45	87	50	89	46	79	60	66
	33.8	32.2	35.2	34.9	34.4	34.8	28.9	32.2	31.9	37.3	36.5	30.9	33.8	34.2	43.7	36.1	34.2	28.4	35.9	32.2	32.8	36.3
9	25	12	13	9	10	5	2	5	11	5	4	8	10	11	2	8	5	11	2	8	4	8
	3.1	3.1	3.1	5.9	3.9	2.0	1.5	2.5	3.7	3.3	2.7	2.7	4.7	3.3	1.9	3.3	3.4	3.5	1.6	3.3	2.2	4.4
8	72	39	33	15	26	18	13	22	24	15	11	31	17	34	5	27	10	29	11	18	19	19
	9.0	10.1	7.9	9.9	10.0	7.0	9.6	10.9	8.1	9.8	7.4	10.4	8.0	10.2	4.9	11.2	6.8	9.3	8.6	7.3	10.4	10.4
7	53	26	27	10	23	15	4	10	19	15	8	17	17	29	2	18	9	24	5	20	15	13
	6.6	6.8	6.5	6.6	8.9	5.9	3.0	5.0	6.4	9.8	5.4	5.7	8.0	8.7	1.9	7.5	6.2	7.7	3.9	8.2	8.2	7.1
6	45	25	20	7	17	10	11	11	13	8	12	13	8	14	8	15	6	16	8	14	11	8
	5.6	6.5	4.8	4.6	6.6	3.9	8.1	5.4	4.4	5.2	8.1	4.4	3.8	4.2	7.8	6.2	4.1	5.1	6.3	5.7	6.0	4.4
5 NEITHER AGREE NOR DISAGREE	154	67	87	28	45	58	22	34	70	25	24	60	49	64	17	36	29	72	28	45	36	32
	19.2	17.4	20.8	18.4	17.4	22.7	16.3	16.8	23.5	16.3	16.2	20.1	23.0	19.2	16.5	14.9	19.9	23.0	21.9	18.4	19.7	17.6
4	25	12	13	4	9	6	6	8	8	4	5	10	2	8	3	8	5	8	6	6	3	6
	3.1	3.1	3.1	2.6	3.5	2.3	4.4	4.0	2.7	2.6	3.4	3.4	0.9	2.4	2.9	3.3	3.4	2.6	4.7	2.4	1.6	3.3
3	38	20	18	5	9	12	12	9	18	5	7	13	13	17	3	15	7	14	4	16	10	6
	4.7	5.2	4.3	3.3	3.5	4.7	8.9	4.5	6.0	3.3	4.7	4.4	6.1	5.1	2.9	6.2	4.8	4.5	3.1	6.5	5.5	3.3
2	25	15	10	4	5	11	4	9	8	4	4	12	7	12	4	5	4	12	2	10	3	7
	3.1	3.9	2.4	2.6	1.9	4.3	3.0	4.5	2.7	2.6	2.7	4.0	3.3	3.6	3.9	2.1	2.7	3.8	1.6	4.1	1.6	3.8
1 DISAGREE COMPLETELY	94	45	49	16	26	31	21	28	32	15	18	42	19	32	15	21	20	38	16	29	21	19
	11.7	11.7	11.7	10.5	10.0	12.1	15.6	13.9	10.7	9.8	12.2	14.1	8.9	9.6	14.6	8.7	13.7	12.1	12.5	11.8	11.5	10.4
DON'T KNOW	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-
	0.1		0.2				0.7				0.7					0.4			0.8			
MEAN	6.6	6.5	6.6	6.9	6.8	6.4	6.0	6.4	6.5	7.0	6.7	6.3	6.7	6.8	6.7	6.9	6.5	6.3	6.6	6.4	6.6	6.8
STD. DEV.	3.3	3.8	2.8	3.3	3.2	3.4	3.4	3.3	3.3	3.2	3.5	3.4	3.2	3.2	3.6	3.2	3.4	3.3	3.2	3.3	3.3	3.4
STD. ERR.	0.1	0.2	0.1	0.3	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.4	0.2	0.3	0.2	0.3	0.2	0.2	0.3

TABLE 6

I WISH FAST FOOD PLACES OFFERED MORE
ETHNIC ITEMS ON THEIR MENUS

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	FREQ OF EATING OUT IN AVG MO.: 3-5	FREQ OF EATING OUT IN AVG MO.: 6-10	FREQ OF EATING OUT IN AVG MO.: 11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	CHLDRN. IN HOUSEHOLD: 13-19	PRES ENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	HOUSEHOLD SIZE: 2	HOUSEHOLD SIZE: 3	HOUSEHOLD SIZE: 4+	INCOME: <15K	INCOME: 15K-24.9	INCOME: 25K-34.9	INCOME: 35K+
BASE-TOTAL PER GROUP	804	385	418	152	239	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	182
I WISH FAST FOOD PLACES OFFERED MORE ETHNIC ITEMS ON THEIR MENUS																						
10 AGREE COMPLETELY	217	82	135	45	78	71	22	52	81	44	39	85	65	101	30	61	40	85	38	73	55	35
	27.0	21.3	32.3	29.6	30.1	27.7	16.3	25.7	27.2	28.8	26.4	28.5	30.5	30.3	29.1	25.3	27.4	27.2	29.7	29.8	30.1	19.2
9	15	4	11	3	5	6	1	3	5	4	3	8	8	11	2	2	2	9	2	3	8	1
	1.9	1.0	2.6	2.0	1.9	2.3	0.7	1.5	1.7	2.6	2.0	2.7	3.8	3.3	1.9	0.8	1.4	2.9	1.6	1.2	4.4	0.5
8	61	39	22	13	22	17	10	18	19	13	11	24	8	21	7	25	8	22	5	20	21	12
	7.6	10.1	5.3	8.6	8.5	6.6	7.4	8.9	6.4	8.5	7.4	8.1	3.8	6.3	6.8	10.4	5.5	7.0	3.9	8.2	11.5	6.6
7	51	26	25	11	16	16	8	12	20	8	12	14	17	20	5	18	8	9	7	16	13	11
	6.3	6.8	6.0	7.2	6.7	6.3	5.9	5.9	6.7	5.2	8.1	4.7	8.0	6.0	4.9	7.5	5.5	6.1	5.5	6.5	7.1	6.0
6	37	19	18	12	11	8	5	11	12	6	9	15	9	16	5	8	8	16	8	10	9	10
	4.6	4.9	4.3	7.9	4.2	3.1	3.7	5.4	4.0	3.9	6.1	5.0	4.2	4.8	4.9	3.3	5.5	5.1	6.3	4.1	4.9	5.5
5 NEITHER AGREE NOR DISAGREE	218	114	105	40	76	62	41	47	96	40	34	78	61	87	22	65	36	95	38	65	45	57
	27.1	29.6	25.1	26.3	29.3	24.2	30.4	23.3	32.2	26.1	23.0	26.2	28.6	26.1	21.4	27.0	24.7	30.4	29.7	26.5	24.6	31.3
4	18	6	12	5	4	2	6	1	3	9	5	5	3	5	2	7	4	5	3	5	3	1
	2.2	1.6	2.9	3.3	1.5	0.8	4.4	0.5	1.0	5.9	3.4	1.7	1.4	1.5	1.9	2.9	2.7	1.6	2.3	2.0	1.6	0.5
3	35	18	17	2	10	19	3	11	11	4	10	15	13	17	4	7	7	16	4	13	4	11
	4.4	4.7	4.1	1.3	3.9	7.4	2.2	5.4	3.7	2.6	6.8	5.0	6.1	5.1	3.9	2.9	4.8	5.1	3.1	5.3	2.2	6.0
2	32	16	16	4	10	10	8	13	7	6	6	7	9	10	10	9	3	10	6	9	4	7
	4.0	4.2	3.8	2.6	3.9	3.9	5.9	6.4	2.3	3.9	4.1	2.3	4.2	3.0	9.7	3.7	2.1	3.2	4.7	3.7	2.2	3.8
1 DISAGREE COMPLETELY	118	60	59	16	27	43	31	35	44	21	19	47	19	43	17	39	28	35	19	32	20	37
	14.7	15.6	14.1	10.5	10.4	16.8	23.0	17.3	14.8	13.7	12.8	15.8	8.9	12.9	16.5	16.2	19.2	11.2	14.8	13.1	10.9	20.3
DON'T KNOW	1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-
	0.1	0.3				0.4			0.3					0.3		0.4					0.5	
MEAN	6.0	5.7	6.3	6.5	6.4	5.9	5.0	5.8	6.0	6.2	6.1	6.1	6.4	6.3	5.8	6.0	5.8	6.2	6.0	6.2	6.6	5.3
STD. DEV.	3.3	3.7	2.9	3.2	3.2	3.5	3.2	3.4	3.3	3.3	3.4	3.3	3.2	3.3	3.5	3.3	3.5	3.2	3.3	3.3	3.2	3.4
STD. ERR.	0.1	0.2	0.1	0.3	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.3	0.2	0.2	0.3

TABLE 7

I AM EATING MORE ETHNIC FOODS AT RESTAURANTS NOW THAN I DID 3 YEARS AGO

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRESENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	182
I AM EATING MORE ETHNIC FOODS AT RESTAURANTS NOW THAN I DID 3 YEARS AGO																						
10 AGREE COMPLETELY	202	92	110	53	70	61	18	25	71	49	56	61	55	93	29	70	42	61	25	66	46	54
	25.1	23.9	26.3	34.9	27.0	23.8	13.3	12.4	23.8	32.0	37.8	20.5	25.8	27.9	28.2	29.0	28.8	19.5	19.5	26.9	25.1	29.7
9	20	10	10	8	8	4	1	2	11	2	4	10	6	11	1	4	2	13	3	5	5	4
	2.5	2.6	2.4	5.3	3.1	1.6	0.7	1.0	3.7	2.6	2.7	3.4	2.8	3.3	1.0	1.7	1.4	4.2	2.3	2.0	2.7	2.2
8	61	28	33	5	29	16	9	13	26	12	11	24	10	30	6	20	9	24	5	20	17	16
	7.6	7.3	7.9	3.3	11.2	6.3	6.7	6.4	8.7	7.8	7.4	8.1	4.7	9.0	5.8	8.3	6.2	7.7	3.9	8.2	9.3	8.8
7	47	29	18	9	16	17	5	16	16	11	4	20	14	20	6	7	13	21	8	11	12	16
	5.8	7.5	4.3	5.9	6.2	6.6	3.7	7.9	5.4	7.2	2.7	6.7	6.6	6.0	5.8	2.9	8.9	6.7	6.3	4.5	6.6	8.8
6	24	13	11	4	5	8	8	13	4	2	6	7	8	8	4	6	2	11	6	7	3	5
	3.0	3.4	2.6	2.6	1.9	3.1	5.9	6.4	1.3	1.3	4.1	2.3	3.8	2.4	3.9	2.5	1.4	3.5	4.7	2.9	1.6	2.7
5 NEITHER AGREE NOR DISAGREE	185	93	91	37	56	57	35	51	78	35	20	75	51	69	27	46	27	84	25	60	43	39
	23.0	24.2	21.8	24.3	21.6	22.3	25.9	25.2	26.2	22.9	13.5	25.2	23.9	20.7	26.2	19.1	18.5	26.8	19.5	24.5	23.5	21.4
4	19	9	10	6	5	5	3	8	4	2	6	5	6	10	1	5	4	8	2	5	4	6
	2.4	2.3	2.4	3.9	1.9	2.0	2.2	4.0	1.3	1.3	4.1	1.7	2.8	3.0	1.0	2.1	2.7	2.6	1.6	2.0	2.2	3.3
3	32	13	19	2	13	10	7	12	12	5	4	12	8	8	3	13	6	10	1	11	10	6
	4.0	3.4	4.5	1.3	5.0	3.9	5.2	5.9	4.0	3.3	2.7	4.0	3.8	2.4	2.9	5.4	4.1	3.2	0.8	4.5	5.5	3.3
2	35	15	20	4	10	16	5	10	11	5	9	20	9	17	2	11	7	16	4	8	8	8
	4.4	3.9	4.8	2.6	3.9	6.3	3.7	5.0	3.7	3.3	6.1	6.7	4.2	5.1	1.9	4.6	4.8	5.1	3.1	3.3	4.4	4.4
1 DISAGREE COMPLETELY	179	83	96	24	48	63	44	53	66	30	29	65	47	68	24	58	32	65	49	52	34	28
	22.3	21.6	23.0	15.8	18.5	24.6	32.6	26.2	22.1	19.6	19.6	21.8	22.1	20.4	23.3	24.1	21.9	20.8	38.3	21.2	18.6	15.4
MEAN	5.6	5.6	5.6	6.4	6.0	5.3	4.3	4.7	5.6	6.1	6.2	5.4	5.6	5.9	5.7	5.6	5.8	5.5	4.7	5.7	5.8	6.2
STD. DEV.	3.6	4.0	3.0	3.6	3.5	3.6	3.3	3.1	3.5	3.6	3.9	3.4	3.5	3.6	3.5	3.8	3.6	3.4	3.6	3.5	3.5	3.6
STD. ERR.	0.1	0.2	0.1	0.3	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.3	0.2	0.3	0.3

TABLE 8

I LIKE HOT AND SPICY ETHNIC DISHES

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRES ENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	182
I LIKE HOT AND SPICY ETHNIC DISHES																						
10 AGREE COMPLETELY	190	91	99	47	78	53	12	40	73	35	42	65	47	87	28	58	37	67	27	61	50	39
	23.6	23.6	23.7	30.9	30.1	20.7	8.9	19.8	24.5	22.9	28.4	21.8	22.1	26.1	27.2	24.1	25.3	21.4	21.1	24.9	27.3	21.4
9	34	20	14	4	16	11	3	11	11	5	8	17	5	11	5	6	7	17	3	10	10	8
	4.2	5.2	3.3	2.6	6.2	4.3	2.2	5.4	3.7	3.3	5.4	5.7	2.3	3.3	4.9	2.5	4.8	5.4	2.3	4.1	5.5	4.4
8	61	37	25	8	20	24	10	11	28	9	13	23	14	28	8	19	11	24	8	14	16	19
	7.6	9.6	6.0	5.3	7.7	9.4	7.4	5.4	9.4	5.9	8.8	7.7	6.6	8.4	7.8	7.9	7.5	7.7	6.3	5.7	8.7	10.4
7	53	31	23	13	18	19	4	14	23	14	3	21	17	32	2	16	13	23	7	12	18	15
	6.6	8.1	5.5	8.6	6.9	7.4	3.0	6.9	7.7	9.2	2.0	7.0	8.0	9.6	1.9	6.6	8.9	7.3	5.5	4.9	9.8	8.2
6	32	13	19	9	11	7	5	8	13	8	3	9	9	11	3	14	2	12	7	11	5	5
	4.0	3.4	4.5	5.9	4.2	2.7	3.7	4.0	4.4	5.2	2.0	3.0	4.2	3.3	2.9	5.8	1.4	3.8	5.5	4.5	2.7	2.7
5 NEITHER AGREE NOR DISAGREE	123	47	76	16	42	44	21	32	45	30	15	45	38	47	17	34	25	47	20	47	23	23
	15.3	12.2	18.2	10.5	16.2	17.2	15.6	15.8	15.1	19.6	10.1	15.1	17.8	14.1	16.5	14.1	17.1	15.0	15.6	19.2	12.6	12.6
4	23	12	11	3	7	7	6	5	8	3	7	7	6	8	4	7	2	10	2	6	4	8
	2.9	3.1	2.6	2.0	2.7	2.7	4.4	2.5	2.7	2.0	4.7	2.3	2.8	2.4	3.9	2.9	1.4	3.2	1.6	2.4	2.2	4.4
3	44	23	20	10	11	16	6	11	18	8	6	19	13	21	6	16	3	19	9	11	6	15
	5.5	6.0	4.8	6.6	4.2	6.3	4.4	5.4	6.0	5.2	4.1	6.4	6.1	6.3	5.8	6.6	2.1	6.1	7.0	4.5	3.3	8.2
2	37	19	18	6	13	12	7	12	10	6	9	17	10	14	7	8	8	14	4	11	10	8
	4.6	4.9	4.3	3.9	5.0	4.7	5.2	5.9	3.4	3.9	6.1	5.7	4.7	4.2	6.8	3.3	5.5	4.5	3.1	4.5	5.5	4.4
1 DISAGREE COMPLETELY	207	93	113	36	45	63	61	57	70	36	42	75	54	74	23	64	38	80	41	62	41	42
	25.7	24.2	27.0	23.7	17.4	24.6	45.2	28.2	23.5	23.5	28.4	25.2	25.4	22.2	22.3	26.6	26.0	25.6	32.0	25.3	22.4	23.1
MEAN	5.5	5.6	5.3	5.8	6.2	5.4	3.7	5.1	5.7	5.5	5.5	5.4	5.3	5.8	5.6	5.4	5.6	5.4	5.0	5.5	5.9	5.5
STD. DEV.	3.7	4.2	3.1	3.8	3.5	3.6	3.3	3.5	3.6	3.5	4.1	3.6	3.6	3.6	3.7	3.7	3.7	3.6	3.6	3.6	3.8	3.7
STD. ERR.	0.1	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2	0.4	0.2	0.3	0.2	0.3	0.2	0.3	0.3

TABLE 9

ETHNIC FOODS ARE DIFFICULT TO PREPARE
AT HOME

	TOTAL	SEX: MALE	SEX: FEMALE	AGE: 18-24	AGE: 25-34	AGE: 35-54	AGE: 55+	FREQ OF EATING OUT IN AVG MO.: 1-2	3-5	6-10	11+	CHLDRN. IN HOUSEHOLD: 12 AND UNDER	13-19	PRES ENCE OF WKG. MTHR WIFE IN H.H.	HOUSEHOLD SIZE: 1	2	3	4+	INCOME: <15K	15K-24.9	25K-34.9	35K+
BASE-TOTAL PER GROUP	804	385	418	152	259	256	135	202	298	153	148	298	213	333	103	241	146	313	128	245	183	182
ETHNIC FOODS ARE DIFFICULT TO PREPARE AT HOME																						
10 AGREE COMPLETELY	137	66	72	21	45	49	22	28	47	28	34	50	34	55	23	41	28	45	21	35	30	41
	17.0	17.1	17.2	13.8	17.4	19.1	16.3	13.9	15.8	18.3	23.0	16.8	16.0	16.5	22.3	17.0	19.2	14.4	16.4	14.3	16.4	22.5
9	23	12	12	3	12	7	1	7	13	3	1	11	8	8	2	7	2	13	2	5	5	11
	2.9	3.1	2.9	2.0	4.6	2.7	0.7	3.3	4.4	2.0	0.7	3.7	3.8	2.4	1.9	2.9	1.4	4.2	1.6	2.0	2.7	6.0
8	67	39	27	7	20	29	11	19	25	10	13	24	19	29	6	26	13	22	9	23	13	15
	8.3	10.1	6.5	4.6	7.7	11.3	8.1	9.4	8.4	6.5	8.8	8.1	8.9	8.7	5.8	10.8	8.9	7.0	7.0	9.4	7.1	8.2
7	45	22	23	11	17	5	12	13	19	8	6	12	10	13	8	14	3	20	9	16	8	9
	5.6	5.7	5.5	7.2	6.6	2.0	8.9	6.4	6.4	5.2	4.1	4.0	4.7	3.9	7.8	5.8	2.1	6.4	7.0	6.5	4.4	4.9
6	31	18	13	10	7	8	6	8	8	9	6	10	6	14	5	6	9	10	4	11	1	10
	3.9	4.7	3.1	6.6	2.7	3.1	4.4	4.0	2.7	5.9	4.1	3.4	2.8	4.2	4.9	2.5	6.2	3.2	3.1	4.5	0.5	5.5
5 NEITHER AGREE NOR DISAGREE	246	111	135	51	78	77	39	58	92	46	48	102	67	115	30	61	54	100	42	80	56	47
	30.6	28.8	32.3	33.6	30.1	30.1	28.9	28.7	30.9	30.1	32.4	34.2	31.5	34.5	29.1	25.3	37.0	31.9	32.8	32.7	30.6	25.8
4	24	13	11	7	9	8	-	3	10	5	6	14	10	15	-	7	3	14	3	8	5	7
	3.0	3.4	2.6	4.6	3.5	3.1		1.5	3.4	3.3	4.1	4.7	4.7	4.5		2.9	2.1	4.5	2.3	3.3	2.7	3.8
3	49	23	26	16	14	17	2	14	19	11	5	18	11	21	7	16	6	20	10	11	13	13
	6.1	6.0	6.2	10.5	5.4	6.6	1.5	6.9	6.4	7.2	3.4	6.0	5.2	6.3	6.8	6.6	4.1	6.4	7.8	4.5	7.1	7.1
2	38	18	20	5	14	10	9	13	8	8	8	14	12	17	2	14	4	17	5	10	13	5
	4.7	4.7	4.8	3.3	5.4	3.9	6.7	6.4	2.7	5.2	5.4	4.7	5.6	5.1	1.9	5.8	2.7	5.4	3.9	4.1	7.1	2.7
1 DISAGREE COMPLETELY	134	61	73	21	42	44	26	37	55	23	18	42	36	45	15	47	23	49	20	41	39	24
	16.7	15.8	17.5	13.8	16.2	17.2	19.3	18.3	18.5	15.0	12.2	14.1	16.9	13.5	14.6	19.5	15.8	15.7	15.6	16.7	21.3	13.2
DON'T KNOW	9	3	6	-	2	2	5	2	3	2	1	2	2	1	4	2	1	3	3	4	-	1
	1.1	0.8	1.4		0.8	0.8	3.7	1.0	1.0	1.3	0.7	0.7	0.9	0.3	3.9	0.8	0.7	1.0	2.3	1.6		0.5
MEAN	5.4	5.5	5.3	5.2	5.5	5.5	5.3	5.2	5.4	5.4	5.8	5.5	5.3	5.4	5.8	5.3	5.6	5.3	5.3	5.3	5.0	6.0
STD. DEV.	3.2	3.6	2.7	2.9	3.2	3.3	3.2	3.1	3.2	3.2	3.3	3.0	3.1	3.0	3.2	3.3	3.1	3.1	3.0	3.0	3.3	3.4
STD. ERR.	0.1	0.2	0.1	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.2	0.3	0.2	0.3	0.2	0.2	0.2

QUESTIONNAIRE

RANDOM HOUSEHOLD SELECTOR

INTRODUCTION

HELLO, I'M _____ CALLING FROM BURKE MARKETING RESEARCH IN CINCINNATI. TODAY WE'RE CONDUCTING A STUDY ON FOODS PRODUCTS EATEN BY MEN AND WOMEN 18 YEARS OF AGE OR OLDER.

SCREENING

A. FIRST, I NEED TO SELECT ONE PERSON IN YOUR HOME TO INTERVIEW ABOUT HIS OR HER OPINIONS OF VARIOUS TYPES OF FOODS. PLEASE TELL ME HOW MANY PEOPLE 18 YEARS OF AGE AND OLDER, INCLUDING YOURSELF, ARE CURRENTLY LIVING IN YOUR HOUSEHOLD.

Clear with:	THIS INFORMATION IS USED TO SELECT THE FAMILY MEMBER TO BE INCLUDED IN THIS STUDY.

More than one - Refer to Random Selection Table - Q.B.
One - Speaking to person - Q.1
Not speaking to person - Q.B (2nd sentence)
None - Discontinue, record in next to last column.

B. I'D LIKE TO SPEAK TO THE (random selector number) OLDEST PERSON WHO IS 18 OR OLDER.

IS THAT PERSON AVAILABLE NOW THAT I MIGHT SPEAK WITH HIM OR HER?

Person on phone - Q.1
Called to phone - Repeat Introduction, Then Q.1
Not available - Q.C

C. WHEN WOULD BE A CONVENIENT TIME THAT I MIGHT CALL TO COMPLETE THE INTERVIEW WITH THAT PERSON?

FOR WHOM SHOULD I ASK?

Record name & callback time below date on questionnaire, page 1.

D. AND COULD YOU PLEASE TELL ME HOW OLD (name) IS?

(Only if unable to determine sex)

E. AND IS (name) A MALE OR FEMALE?

Record age & sex by circling appropriate code on questionnaire, page 1.

If necessary:	WE ONLY USE THIS INFORMATION TO DIVIDE OUR INTERVIEWS INTO GROUPS.

CALLBACKS

HELLO, THIS IS _____ FROM BURKE MARKETING RESEARCH IN CINCINNATI. MAY I SPEAK WITH _____ PLEASE?

Speaking to person - Introduction then Q.2
Not available - Second attempt - Q.C
Third attempt - Disc./Record "RNA".

General Clearings:	THIS INTERVIEW IS NOT VERY LONG, AND YOUR COOPERATION IS VERY IMPORTANT TO THE STUDY. YOUR PARTICIPATION IN THIS STUDY IS VERY IMPORTANT TO US... WOULD THERE BE A BETTER TIME FOR US TO CALL?

CONSUMER FOOD PREFERENCE STUDY

Complete ( )
Term ( )

Investigator Number _____

Date ___/___/83

FOR OFFICE USE
Resp. #____

Card -1

Sex: Male -1
Female -2

State/County Code __ __ __ __ __

SCREENING

A. HAVE YOU, YOURSELF, EATEN AT OR HAD TAKE OUT FOOD FROM A RESTAURANT OR FAST FOOD PLACE, IN THE PAST MONTH OR NOT?

Continue ——— Yes -1
Disc./Col. 7 ——— No -2
DK -X

CONSUMPTION OF ETHNIC DISHES

1. ABOUT HOW MANY TIMES DO YOU EAT AT OR HAVE TAKE OUT FOOD FROM A RESTAURANT OR FAST FOOD PLACE IN AN AVERAGE MONTH?

(Record Exact)
DK XX

(Ask Q.2-4 as a series for each ethnic food listed.)

2. HAVE YOU, YOURSELF, EVER EATEN (ethnic) FOOD AT A RESTAURANT OR OTHER PUBLIC EATING PLACE, OR NOT? (Record on grid.)

(Q.3A) ——— Yes -1
(Q.4A) ——— No -2
DK -X

3A. HAVE YOU EATEN (ethnic) FOOD AT A RESTAURANT OR OTHER PUBLIC EATING PLACE MORE THAN ONCE OR HAVE YOU TRIED IT ONLY ONCE?

Q.3B ——— More than once -1
Q.4B ——— Only Once -2
Q.3B ——— DK -X

3B. HOW OFTEN WOULD YOU SAY YOU EAT (ethnic) FOOD AT RESTAURANTS OR OTHER PUBLIC EATING PLACES? THAT IS, DO YOU EAT (ethnic) FOOD...(Read list - record on grid.)

[After Q.3B go to Q.4B]

LESS THAN ONCE A YEAR -1
ABOUT ONCE OR TWICE A YEAR -2
ABOUT 3 TO 5 TIMES A YEAR -3
ABOUT 6 TO 11 TIMES A YEAR -4
OR, ABOUT ONCE A MONTH OR MORE -5
(Do not read) DK -0

4A. ALTHOUGH YOU HAVE NEVER EATEN (ethnic) FOOD, IF YOU HAD THE OPPORTUNITY, I'D LIKE TO KNOW HOW LIKELY YOU ARE TO EAT (ethnic) FOOD AT RESTAURANTS OR OTHER PUBLIC EATING PLACES IN THE FUTURE. WE'LL DO THIS USING A TEN POINT SCALE WHERE 10 MEANS YOU DEFINITELY WILL ORDER THE FOOD, 5 MEANS YOU MAY OR MAY NOT ORDER THE FOOD, AND 1 MEANS YOU DEFINITELY WILL NOT ORDER IT, OF COURSE YOU CAN USE ANY NUMBER BETWEEN 1 AND 10. HOW LIKELY ARE YOU TO ORDER (ethnic) FOOD? (Record on grid.)

4B. I'D LIKE TO KNOW HOW LIKELY YOU ARE TO EAT (ethnic) FOOD AT RESTAURANTS OR OTHER PUBLIC EATING PLACES IN THE FUTURE. WE'LL DO THIS USING A TEN POINT SCALE WHERE 10 MEANS YOU DEFINITELY WILL ORDER THE FOOD AGAIN, 5 MEANS YOU MAY OR MAY NOT ORDER THE FOOD AGAIN, AND 1 MEANS YOU DEFINITELY WILL NOT ORDER IT AGAIN. OF COURSE, YOU CAN USE ANY NUMBER BETWEEN 1 AND 10. HOW LIKELY ARE YOU TO ORDER (ethnic) FOOD AGAIN? (Record on grid.)

ETHNIC FOOD PREFERENCE

(Ask if eaten 2 or more ethnic foods at Q.2.)

5. OF ALL THE ETHNIC FOODS WE'VE TALKED ABOUT THAT YOU HAVE EATEN AT RESTAURANTS OR OTHER PUBLIC EATING PLACES, WHICH ONE DO YOU LIKE BEST? (Record on grid.)

ETHNIC FOOD ATTITUDES

(Ask of all.)

6. NOW I'M GOING TO READ YOU SOME STATEMENTS AND I'D LIKE YOU TO TELL ME HOW MUCH YOU AGREE OR DISAGREE WITH EACH. AGAIN, WE'LL USE A 10 POINT SCALE WHERE 10 MEANS YOU AGREE COMPLETELY, 5 MEANS YOU NEITHER AGREE OR DISAGREE AND 1 MEANS YOU DISAGREE COMPLETELY. THERE ARE NO RIGHT OR WRONG ANSWERS AND YOU CAN USE ANY NUMBER BETWEEN 1 AND 10. THE FIRST STATEMENT IS (read statement). WHAT NUMBER BETWEEN 1 AND 10 INDICATES HOW STRONGLY YOU AGREE OR DISAGREE? THE NEXT STATEMENT IS (statement). (Repeat for all statements.)

Rotate

_____ I AM EATING MORE ETHNIC FOODS AT RESTAURANTS NOW THAN I DID THREE YEARS AGO. ____

_____ I LIKE HOT AND SPICY ETHNIC DISHES. ____

_____ I WOULD TRY MORE ETHNIC DISHES IF THEY WERE AVAILABLE AT RESTAURANTS ____

_____ I LIKE TO TRY ITEMS I HAVE NEVER EATEN BEFORE WHEN I EAT OUT ____

_____ I WISH FAST FOOD PLACES OFFERED MORE ETHNIC ITEMS ON THEIR MENUS. ____

_____ ETHNIC FOODS ARE DIFFICULT TO PREPARE AT HOME. ____

_____ I WISH MORE ETHNIC DISHES WERE AVAILABLE AT FAMILY STYLE RESTAURANTS ____

CLASSIFICATION

THESE LAST FEW QUESTIONS ARE JUST TO DIVIDE OUR INTERVIEWS INTO GROUPS.

7. WHAT IS YOUR AGE, PLEASE? (Read list if necessary.)

18-24	-1
25-34	-2
35-44	-3
45-54	-4
55-64	-5
65 and Over	-6
Refused	-0

8. INCLUDING YOURSELF, HOW MANY PEOPLE ARE CURRENTLY LIVING IN YOUR HOUSEHOLD AT THE PRESENT TIME?

(Q.12)	One	-1
	Two	-2
	Three	-3
	Four	-4
	Five	-5
	Six	-6
	Seven	-7
	Eight or more	-8
	DK/Refused	-0

9. IS THERE A WIFE OR MOTHER IN YOUR HOUSEHOLD THAT IS EMPLOYED OUTSIDE THE HOME, OR, NOT?

Yes	-1
No/DK	-2

10. ARE THERE ANY CHILDREN 12 YEARS OF AGE OR YOUNGER CURRENTLY LIVING IN YOUR HOUSEHOLD, OR NOT?

Yes	-1
No/DK	-2

11. ARE THERE CHILDREN BETWEEN THE AGES OF 13 AND 19 CURRENTLY LIVING IN YOUR HOUSEHOLD, OR NOT?

Yes -1
No/DK -2

12. IS YOUR TOTAL YEARLY HOUSEHOLD INCOME UNDER $15,000, BETWEEN $15,000 AND $25,000 OR OVER $25,000?

(If under $15,000): IS IT UNDER OR OVER $10,000?

(If between $15,000 AND $25,000): IS IT UNDER OR OVER $20,000?

(If over $25,000): IS IT BETWEEN $25,000 AND $30,000, BETWEEN $30,000 AND $35,000, OR OVER $35,000?

Under $10,000 -1
$10,000-$14,999 -2
$15,000-$19,999 -3
$20,000-$24,999 -4
$25,000-$29,999 -5
$30,000-$34,999 -6
$35,000 and Over -7

Refused -0

13. (Automark sex.)

Male -1
Female -2

THANK RESPONDENT.

To obtain additional copies of this report, write:

Research Department
National Restaurant Association
311 First Street, N.W.
Washington, DC 20001
(Order Number CS 980)

For information concerning the substance of the report, contact:

Bette B. Hoyt
Research Manager
National Restaurant Association
311 First Street, N.W.
Washington, DC 20001